PRINCE EDWARD ISLAND

1990 TOURIST EXIT SURVEY

(May 15 - October 31)

Department of Tourism and Parks
February, 1991

DEPARTMENT OF TOURISM AND PARKS
1990 TOURIST EXIT SURVEY
FORWARD

This report presents findings obtained from a survey of tourists exiting Prince Edward Island by air and auto from May 15 to October 31, 1990. The information derived from this exercise represents a continuation of the data-collection process introduced in 1971 in the form of a comprehensive, full-season air and auto exit survey. The 1990 survey explored basic demographic indicators related to visitor characteristics, accommodations utilized by visitors and their expenditures in Prince Edward Island. The study also examined the characteristics of honeymoon vacationers, the impact of the Irish heritage celebrations and travellers' opinions of accommodation-grading systems.

The 1990 data, while not restricted to specific users, will hopefully be used by individuals familiar with the limitations of its application. This information will be utilized within the Department for specific tourism planning/marketing purposes in addition to ongoing economic sectorial analysis.

The Department is indebted to Tourism Canada, C.N. Marine and Northumberland Ferries Ltd. for their cooperation.

For the purpose of the survey, the following definitions apply:

1. Tourist - A non-resident who visits the province for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. Party - One or more persons travelling together as a unit. For auto and recreation-vehicle travellers, a unit is considered to include all persons travelling in a single vehicle.

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1990 TOURIST EXIT SURVEY
MAY 15 - OCTOBER 31, 1990

HIGHLIGHTS
GENERAL

Over 600,000 tourists visited Prince Edward Island by auto and air during the tourist season (May 15 - October 31, 1990).

Approximately 94% of total visitors travelled by auto; the balance utilized air transportation. Auto vacationers stayed an average of 3.5 nights in Prince Edward Island in comparison to all visitors whose length of stay was much longer at 7.1 nights.

Close to 81% of the tourists who visited Prince Edward Island did so during what is termed the peak summer period (June 12 - September 12). Visitation rates of 7% and 12% were experienced in the spring (May 15 - June 11) and fall (September 13 - October 31) shoulder periods respectively.

The 1990 Exit Survey reflects air and auto visitation to Prince Edward Island from May 15 - October 15, 1990. It excludes travel by VIA Rail, Cruise Ships, Island Transit, SMT buses, bus tours and cycles.

VISITOR PROFILES

Where Do They Come From?

Nova Scotia, New Brunswick and Ontario are the major markets for Prince Edward Island, representing 29%, 22% and 17% respectively of total visitation; Quebec accounts for 7% of visitors to the Island; New England - 6%; and other American States - 9%.

How Long Do They Stay?

Visitors from the Maritimes, Central Canada and the United States stayed for an average of 2.8, 5.8 and 3.7 nights respectively. There is a reasonable explanation for why the length of stay of travellers from outside the Maritimes is longer. Prince Edward Island's tourism market is essentially comprised of two parts: 1) the short-trip market, which consists of visitors from Nova Scotia and New Brunswick; and 2) the long-haul vacation market, which is comprised of vacationers from regions beyond the Maritimes. On average, travellers will take three to four trips a year, usually two or three short trips and one long trip. Maritimers are more prone to spending their short trips within the Maritimes, which might include a long weekend, thereby explaining their short length of stay within the region as compared to the longer vacation trips they spend outside the area. On the other hand, the central Canadian and U.S. markets, by the very nature of their location, represent the long-haul vacation market. Since visitors are travelling for a longer period of time to reach their destination, they tend to stay longer upon arrival.

Who Are They?

Thirty-eight percent (38%) of visitors represent one family with children; 30% - one couple travelling alone; 15% - a group of friends; and 8% - one person travelling alone.

Slightly more than 27% of respondents were professional, technical and related workers; 17% were retirees; 10% - managers, officials and proprietors; 9% - sales workers; and 8% - craftsmen, farm and related workers.

Forty-one percent (41%) of respondents were university graduates; another 22% had completed secondary education; and 21% finished post-secondary, non-university training.

The total number of male and female visitors was almost evenly divided with a slightly higher population of females represented. Approximately 19% of the total number were 19 years of age or under; 17% were between the ages of 20 and 29; 20% - between 30 and 39; 22% - between 40 and 54; and 23% were 55 years of age and older.

Why Do They Come?

The main purpose of trip was sightseeing for 37% of visiting parties; 25% state that visiting friends and relatives was their main motivation for coming; 18% indicated they came to participate in outdoor recreation sport; 14% for business-related reasons; and 3% for personal reasons.

ACCOMMODATIONS

What Type of Accommodation Did They Use?

Over 37% of visitors stayed in hotels and/or motels; 23% stayed with friends and relatives; 24% in campgrounds; and 13% in cabins and/or cottages.

EXPENDITURES

How Much Do They Spend?

Auto and air visitors to Prince Edward Island in 1990 spent a total of $77.2 million. Of this, close to $63.9 million was a result of auto travel expenditures; the balance of $13.3 million was spent by air travellers. The average expenditure per party per trip was $315.

Nova Scotia visitors accounted for the largest tourist expenditure in Prince Edward Island, $18.7 million dollars. Visitors from Ontario and New Brunswick spent $15.8 and $13.6 million respectively; visitors from other United States - $7 million; Quebec - $6.3 million; and New England - $6 million.

New England visitors had the greatest expenditure per party per trip from our major markets at $408. Ontario visitors were next at $375; Quebeckers spent an average of $341; other United States visitors - $331; Nova Scotia visitors - $262; and New Brunswick visitors - $256.

Visitors who came to Prince Edward Island primarily to sightsee spent a total of $32.5 million. Outdoor recreation enthusiasts spent $17.5 million; those visiting friends and relatives - $12.4 million; and business travellers - $7.5 million.

Sightseers, outdoor recreation enthusiasts and those visiting friends and relatives accounted for an average party expenditure of $365, $390, and $205 respectively.

HONEYMOON VISITORS

Approximately 4,100 (2%) visiting parties indicated they were on a honeymoon. Almost 60% of these honeymooners were married just prior to their honeymoon.

About 27% of honeymooners decided to visit Prince Edward Island 0-2 weeks before their wedding. Close to 16% decided to visit .5-2 months prior; 19%, 2-4 months beforehand; and 22%, 4-8 months prior to the wedding.

Slightly over 42% of honeymooners heard about Prince Edward Island through school. Another 22% learned about our province from their friends; 6% were repeat visitors; and 6% live in the Maritimes.

IRISH HERITAGE CELEBRATIONS

Over 48% of visiting parties were aware Prince Edward Island was celebrating Irish Heritage in 1990. Of these, about 35% learned of the Irish Celebration prior to leaving home, 5% heard about it before their arrival on the Island, and 60% became aware of it while travelling throughout the province.

Of the 48% of total respondents who were aware of the 'Year of The Irish'; 16% of these learned of the celebration through the Visitors Guide; 15% -- from promotional posters in Charlottetown; 13% were informed when visiting friends and relatives; and another 13% -- from Prince Edward Tourism brochures.

Approximately 99.5% of respondents who were aware of the 'Year of the Irish' indicated they did not visit Prince Edward Island to attend the celebration. Close to 7% (7,800 parties) stated they had attended the festivities. Of these, 22% said they had used an Irish event brochure. Almost 96% of those who took in the celebration felt the events had lived up to their expectations.

About 49% of those respondents who had attended the Irish events liked the Irish music; 31% -- the Irish atmosphere; and 11% -- the Irish humor.

When respondents were asked if they had any suggestions for improvement, 32% felt that better seating could be provided; 25% suggested more advertising; and 18% recommended providing music sheets to audience.

ACCOMMODATION REQUIREMENTS

Over 36% of respondents said cleanliness is the most important aspect affecting the quality of accommodation facilities; 14% -- the price; and 6% -- the location.

About 25% of respondents indicate that they often use an accommodation-grading system; 15% do occasionally; and 6% -- rarely or never.

Fifty-one (51%) of the users of a grading system state that a five-star or deluxe accommodation in Prince Edward Island indicates the 'Finest in the Region'; 46% -- the 'Finest in the Country'; and 2.6% -- the 'Finest in the World'.

About 46% of those utilizing a grading system indicate that they generally use a three-star standard of accommodations; 32% -- a four-star standard; and 12% -- a two-star standard.

Over 59% of respondents who use a grading system feel that the most useful type of grading system is one that evaluates all types of accommodations in the same manner. The balance (41%) prefer a more extensive system which presents different measures for different types of accommodations, for example hotels versus resorts versus fishing lodges.

I. VISITOR PROFILE

ENTIRE SEASON AUTO & AIR

A. TOTAL NUMBER OF VISITORS

Type	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
Total non-resident tourists	245,327	100.0	2.4742	606,982	100.0	3.8486	944,172	100.0

B. TYPE OF VISITOR

Type	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Overnight	214,031	87.2	2.4496	524,303	86.4	4.4114	944,172	100.0
2) Day	31,296	12.8	2.6418	82,679	13.6	0.0000	0	0.0
Total	245,327	100.0	2.4742	606,982	100.0	3.8486	944,172	100.0

C. MODE OF TRAVEL

Type	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Air	24,652	10.0	1.4344	35,363	5.8	7.1076	175,216	18.6
2) Auto	220,675	90.0	2.5903	571,619	94.2	3.4846	768,956	81.4
Total	245,327	100.0	2.4742	606,982	100.0	3.8486	944,172	100.0

D. PROVINCE/REGION OF ORIGIN

Origin	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Nova Scotia	71,341	29.1	2.4823	177,092	29.3	2.8656	204,438	21.7
2) New Brunswick	53,354	21.8	2.5548	136,310	22.5	2.7927	149,001	15.8
3) Newfoundland	4,901	2.0	2.8059	13,752	2.3	5.9692	29,255	3.1
4) Quebec	18,570	7.6	2.1465	39,861	6.6	7.7219	143,396	15.2
5) Ontario	42,194	17.2	2.4521	103,468	17.1	5.0033	211,108	22.4
6) Other Canada	11,638	4.8	2.6032	30,297	5.0	3.9673	46,171	4.9
7) New England	14,900	6.1	2.4834	37,004	6.1	4.4618	66,481	7.0
8) Other U.S.A.	21,526	8.8	2.4099	51,876	8.6	3.2552	70,072	7.4
9) Other World	6,480	2.6	2.4206	15,686	2.6	3.6377	23,572	2.5
Sub-total	244,904	100.0	2.4717	605,346	100.0	3.8525	943,494	100.0
Non-response	423			1,636			678	
Total	245,327			606,982			944,172	

E. COUNTRY OF ORIGIN

Origin	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Canada	201,998	82.5	2.4791	500,780	82.7	3.8781	783,369	83.0
2) U.S.A.	36,426	14.9	2.4400	88,880	14.7	3.7488	136,553	14.5
3) Other Countries	6,480	2.6	2.4207	15,686	2.6	3.6377	23,572	2.5
Sub-total	244,904	100.0	2.4717	605,346	100.0	3.8525	943,494	100.0
Non-response	423			1,636			678	
Total	245,327			606,982			944,172	

F. 1) OCCUPATION OF RESPONDENT

Occupation	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Pro., tech. & related worker	67,773	27.8	2.4129	163,532	27.2	3.4546	234,129	24.9
2) Farmer & farm manager	2,672	1.1	2.5966	6,938	1.2	3.1871	8,516	0.9
3) Manager, official & proprietor	25,098	10.3	2.3240	58,329	9.7	3.2220	80,866	8.6
4) Clerical & related worker	11,811	4.8	2.6496	31,295	5.2	3.0921	36,521	3.9
5) Sales worker	23,280	9.6	2.3124	53,832	8.9	2.4699	57,500	6.1
6) Craftsman, foreman & related worker	16,696	6.9	2.8911	48,269	8.0	3.5383	59,076	6.3
7) Operative & related worker	9,552	3.9	2.7847	26,599	4.4	1.7894	17,092	1.8
8) Private household worker	62	0.0	2.5000	155	0.0	1.6290	101	0.0
9) Service worker except private homes	10,861	4.5	2.5870	28,097	4.7	3.1403	34,107	3.6
10) Farm labourer and farm foreman	589	0.2	2.2343	1,316	0.2	2.7368	1,612	0.2
11) Labourer except farm & mine	7,096	2.9	2.8656	20,334	3.4	6.1016	43,297	4.6
12) Student	11,783	4.8	2.4571	28,952	4.8	5.1149	60,269	6.4
13) Housewife	7,806	3.2	2.9386	22,939	3.8	3.9745	31,025	3.3
14) Retiree	43,823	18.0	2.2662	99,310	16.5	5.8145	254,809	27.1
15) Military	3,018	1.2	2.8893	8,720	1.4	5.1243	15,465	1.6
16) Unemployed	1,427	0.6	2.1086	3,009	0.5	2.5256	3,604	0.4
17) Other	214	0.1	2.1215	454	0.1	3.6963	791	0.1
Sub-total	243,561	100.0	2.4719	602,080	100.0	3.8544	938,780	100.0
Non-response	1,766			4,902			5,392	
Total	245,327			606,982			944,172	

F. 2) OCCUPATION OF MAIN INCOME EARNER

Occupation	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Pro., tech. & related worker	72,753	29.9	2.4711	179,780	30.0	3.3388	242,909	26.1
2) Farmer & farm manager	2,804	1.2	2.5414	7,126	1.2	3.2079	8,995	1.0
3) Manager, official & proprietor	28,349	11.7	2.4341	69,004	11.5	3.2351	91,711	9.9
4) Clerical & related worker	6,333	2.6	2.5380	16,073	2.7	3.2062	20,305	2.2
5) Sales worker	24,789	10.2	2.2658	56,166	9.4	2.5545	63,323	6.8
6) Craftsman, foreman & related worker	19,651	8.1	2.9349	57,673	9.6	3.4681	68,152	7.3
7) Operative & related worker	11,305	4.7	2.7375	30,947	5.2	2.0014	22,626	2.4
9) Service worker except private homes	9,443	3.9	2.5313	23,903	4.0	2.9699	28,045	3.0
10) Farm labourer and farm foreman	599	0.2	2.2304	1,336	0.2	2.6912	1,612	0.2
11) Labourer except farm & mine	7,428	3.1	2.9599	21,986	3.7	5.8508	43,460	4.7
12) Student	7,840	3.2	2.1066	16,516	2.8	6.3411	49,714	5.3
13) Housewife	1,780	0.7	2.6618	4,738	0.8	4.6157	8,216	0.9
14) Retiree	45,553	18.7	2.2647	103,162	17.2	5.7408	261,512	28.1
15) Military	3,437	1.4	2.8429	9,771	1.6	5.0084	17,214	1.8
16) Unemployed	765	0.3	1.8797	1,438	0.2	2.9046	2,222	0.2
17) Other	214	0.1	2.1215	454	0.1	3.6963	791	0.1
Sub-total	243,043	100.0	2.4689	600,073	100.0	3.8298	930,807	100.0
Non-response	2,284			6,909			13,365	
Total	245,327			606,982			944,172	

G. PURPOSE OF TRIP

Purpose	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Convention/conference	4,904	2.0	1.6947	8,311	1.4	4.1562	20,382	2.3
2) Meetings, other business	29,792	12.2	1.4477	43,129	7.1	2.4719	73,642	8.4
3) Shopping	1,313	0.5	2.3100	3,033	0.5	0.3823	502	0.1
4) Sightseeing	89,026	36.5	2.5876	230,368	38.1	2.8353	252,413	28.7
5) Outdoor recreation sport	44,857	18.4	3.3157	148,732	24.6	3.4458	154,570	17.6
6) Personal affairs	7,473	3.1	2.1341	15,948	2.6	3.9223	29,311	3.3
7) Visiting friends & relatives	60,256	24.7	2.3093	139,152	23.0	5.3054	319,685	36.3
8) Commuting	73	0.0	1.2603	92	0.0	2.0000	146	0.0
9) Passing through to Magdalen Islands	3,004	1.2	2.5909	7,783	1.3	0.4907	1,474	0.2
10) Other	3,538	1.4	2.2747	8,048	1.3	7.8166	27,655	3.1
Sub-total	244,236	100.0	2.4754	604,596	100.0	3.6021	879,780	100.0
Non-response	1,091			2,386			64,392	
Total	245,327			606,982			944,172	

H. SEASON OF VISIT

Season	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Spring	21,426	8.7	2.0371	43,647	7.2	2.4379	52,235	5.5
2) Summer	187,675	76.5	2.6093	489,699	80.7	4.1812	784,705	83.1
3) Fall	36,226	14.8	2.0327	73,636	12.1	2.9601	107,232	11.4
Total	245,327	100.0	2.4742	606,982	100.0	3.8486	944,172	100.0

I. MODE OF TRANSPORTATION

Mode	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) Car only	158,385	64.7	2.4506	388,143	64.1	3.4699	549,587	58.3
2) Pickup truck	15,831	6.5	2.4429	38,673	6.4	3.1196	49,386	5.2
3) Motor home	7,096	2.9	3.3069	23,466	3.9	3.7365	26,514	2.8
4) Truck camper	2,396	1.0	2.4942	5,976	1.0	2.3255	5,572	0.6
5) Travel trailer	5,534	2.3	2.6306	14,558	2.4	6.9787	38,620	4.1
6) Tent trailer	4,845	2.0	3.4194	16,567	2.7	4.8508	23,502	2.5
7) Van	24,905	10.2	3.1935	79,534	13.1	2.8879	71,922	7.6
8) Air	24,744	10.1	1.4360	35,533	5.9	7.0740	175,039	18.6
9) Other	1,147	0.5	2.6242	3,010	0.5	2.5580	2,934	0.3
Sub-total	244,883	100.0	2.4724	605,460	100.0	3.8511	943,076	100.0
Non-response	444			1,522			1,096	
Total	245,327			606,982			944,172	

J. GROUP COMPOSITION

Composition	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Nights	%
1) One person alone	46,089	18.8	1.0000	46,089	7.6	4.5804	211,106	22.4
2) One family with children	62,131	25.3	3.7054	230,219	37.9	3.5048	217,759	23.1
3) Two or more families	4,097	1.7	5.2080	21,337	3.5	2.9060	11,906	1.3
4) Organized group	477	0.2	2.8197	1,345	0.2	0.7065	337	0.0
5) One couple alone	91,102	37.1	2.0000	182,204	30.0	4.4489	405,307	42.9
6) Two or more couples	7,909	3.2	4.0857	32,314	5.3	2.0290	16,047	1.7
7) Group of friends	32,708	13.3	2.7884	91,204	15.0	2.3917	78,229	8.3
8) Other	780	0.3	2.8231	2,202	0.4	4.4628	3,481	0.4
Sub-total	245,293	100.0	2.4742	606,914	100.0	3.8491	944,172	100.0
Non-response	34			68			0	
Total	245,327			606,982			944,172	

K. AGE OF TOTAL PERSONS

Age	Male Persons Number	%	Female Persons Number	%	Total Persons Number	%
1) Under 15	47,178	15.8	40,853	13.2	88,031	14.5
2) 15 - 19	8,930	3.0	16,323	5.3	25,253	4.2
3) 20 - 24	24,616	8.2	20,521	6.7	45,137	7.4
4) 25 - 29	31,724	10.6	24,217	7.9	55,941	9.2
5) 30 - 34	22,583	7.6	22,265	7.2	44,848	7.4
6) 35 - 39	35,598	11.9	40,056	13.0	75,654	12.5
7) 40 - 44	27,454	9.2	29,428	9.5	56,882	9.4
8) 45 - 54	34,947	11.7	38,439	12.5	73,386	12.1
9) 55 - 64	23,824	8.0	31,909	10.3	55,733	9.2
10) 65 & over	41,643	14.0	44,474	14.4	86,117	14.2
Total	298,497	100.0	308,485	100.0	606,982	100.0

L. EDUCATION OF RESPONDENT

Education	Parties	%	Party Size	Total Persons	%	Length of Stay On Island	Party Nights	%
1) Elementary	706	0.3	2.1615	1,526	0.3	3.1955	2,256	0.2
2) Secondary - partial	12,410	5.1	2.8120	34,897	5.8	3.3310	41,338	4.5
3) Secondary - completed	51,666	21.4	2.5464	131,560	22.0	4.4291	228,833	25.0
4) Post secondary non-university partial	10,534	4.4	2.3834	25,107	4.2	2.4024	25,307	2.8
5) Post secondary non-university completed	45,181	18.7	2.7394	123,769	20.7	3.8132	172,285	18.9
6) University - partial	15,287	6.3	2.4372	37,257	6.2	3.4507	52,751	5.8
7) University - completed	105,567	43.7	2.3112	243,989	40.8	3.7042	391,046	42.8
Sub-total	241,351	100.0	2.4781	598,105	100.0	3.7862	913,816	100.0
Non-response	3,976			8,877			30,356	
Total	245,327			606,982			944,172	

M. OCCUPATION OF MAIN INCOME EARNER (BY PURPOSE OF TRIP)

OCCUPATION	Convention Confer.	%	Business Meeting	%	Shopping	%	Sight-seeing	%	Recreation Sport	%	Personal Affairs	%	Visiting Friends	%	Commuting	%	To Magdalen Islands	%	Other	%	Total	%
1) Pro., tech. etc.	2,517	51.3	9,216	30.9	234	17.8	24,460	27.5	11,440	26.4	3,278	43.9	13,367	22.2	54	74.0	2,100	69.9	1,107	31.9	67,773	28.0
2) Farmer/farm manager	302	6.2	49	0.2	117	8.9	979	1.1	264	0.6	0	0.0	936	1.6	0	0.0	0	0.0	25	0.7	2,672	1.1
3) Manager/proprietor	653	13.3	5,721	19.2	131	10.0	9,377	10.5	3,235	7.5	1,075	14.4	4,568	7.6	0	0.0	308	10.3	30	0.9	25,098	10.4
4) Clerical worker	182	3.7	408	1.4	41	3.1	5,109	5.7	2,243	5.2	310	4.1	3,096	5.1	19	26.0	334	11.1	69	2.0	11,811	4.9
5) Sales worker	464	9.5	9,172	30.8	0	0.0	5,423	6.1	4,231	9.8	45	0.6	2,702	4.5	0	0.0	158	5.3	1,085	31.3	23,280	9.6
6) Craftsman, foreman etc.	182	3.7	999	3.4	196	14.9	4,897	5.5	5,814	13.4	437	5.8	4,054	6.7	0	0.0	0	0.0	0	0.0	16,579	6.8
7) Operative worker etc.	0	0.0	1,034	3.5	0	0.0	3,006	3.4	3,021	7.0	84	1.1	2,335	3.9	0	0.0	0	0.0	72	2.1	9,552	3.9
8) Private household worker	0	0.0	0	0.0	0	0.0	1	0.0	0	0.0	0	0.0	61	0.1	0	0.0	0	0.0	0	0.0	62	0.0
9) Service worker	151	3.1	921	3.1	0	0.0	3,143	3.5	1,677	3.9	576	7.7	4,163	6.9	0	0.0	0	0.0	230	6.6	10,861	4.5
10) Farm labourer/foreman	0	0.0	0	0.0	0	0.0	60	0.1	1	0.0	0	0.0	528	0.9	0	0.0	0	0.0	0	0.0	589	0.2
11) Labourer	0	0.0	589	2.0	169	12.9	2,508	2.8	2,315	5.3	47	0.6	1,461	2.4	0	0.0	0	0.0	7	0.2	7,096	2.9
12) Student	90	1.8	487	1.6	47	3.6	3,052	3.4	2,960	6.8	436	5.8	4,301	7.1	0	0.0	0	0.0	410	11.8	11,783	4.9
13) Housewife	50	1.0	249	0.8	0	0.0	3,046	3.4	1,056	2.4	294	3.9	2,940	4.9	0	0.0	94	3.1	77	2.2	7,806	3.2
14) Retiree	44	0.9	507	1.7	363	27.6	22,947	25.8	4,538	10.5	746	10.0	13,357	22.2	0	0.0	10	0.3	337	9.7	42,849	17.7
15) Military	269	5.5	322	1.1	0	0.0	397	0.4	412	0.9	117	1.6	1,501	2.5	0	0.0	0	0.0	0	0.0	3,018	1.2
16) Unemployed	0	0.0	118	0.4	15	1.1	352	0.4	184	0.4	28	0.4	709	1.2	0	0.0	0	0.0	21	0.6	1,427	0.6
17) Other	0	0.0	0	0.0	0	0.0	132	0.1	0	0.0	0	0.0	82	0.1	0	0.0	0	0.0	0	0.0	214	0.1
Total	4,904	100.0	29,792	100.0	1,313	100.0	88,889	100.0	43,391	100.0	7,473	100.0	60,161	100.0	73	100.0	3,004	100.0	3,470	100.0	242,470	100.0

N. COUNTRY OF ORIGIN (BY PURPOSE OF TRIP)

RESPONSE	Convention Confer.	%	Business Meeting	%	Shopping	%	Sight-seeing	%	Recreation Sport	%	Personal Affairs	%	Visiting Friends	%	Commuting	%	To Magdalen Islands	%	Other	%	Total	%
1) Canada	4,568	93.1	29,225	98.1	1,313	100.0	58,207	65.5	38,634	86.5	6,644	88.9	56,256	93.4	73	100.0	3,004	100.0	3,100	87.6	201,024	82.5
2) USA	246	5.0	361	1.2	0	0.0	25,857	29.1	5,352	12.0	829	11.1	3,315	5.5	0	0.0	0	0.0	349	9.9	36,309	14.9
3) Other Countries	90	1.8	206	0.7	0	0.0	4,763	5.4	675	1.5	0	0.0	657	1.1	0	0.0	0	0.0	89	2.5	6,480	2.7
Total	4,904	100.0	29,792	100.0	1,313	100.0	88,827	100.0	44,661	100.0	7,473	100.0	60,228	100.0	73	100.0	3,004	100.0	3,538	100.0	243,813	100.0

O. PROVINCE/REGION OF ORIGIN (BY PURPOSE OF TRIP)

RESPONSE	Convention Confer.	%	Business Meeting	%	Shopping	%	Sight-seeing	%	Recreation Sport	%	Personal Affairs	%	Visiting Friends	%	Commuting	%	To Magdalen Islands	%	Other	%	Total	%
1) Nova Scotia	999	20.4	12,246	41.1	572	43.6	14,460	16.3	15,081	33.8	3,936	52.7	21,923	36.4	73	100.0	227	7.6	1,717	48.5	71,234	29.2
2) New Brunswick	1,249	25.5	9,764	32.8	741	56.4	8,453	9.5	14,966	33.5	1,514	20.3	16,067	26.7	0	0.0	399	13.3	201	5.7	53,354	21.9
3) Newfoundland	236	4.8	451	1.5	0	0.0	1,701	1.9	759	1.7	29	0.4	1,515	2.7	0	0.0	29	1.0	81	2.3	4,901	2.0
4) Quebec	240	4.9	3,062	10.3	0	0.0	7,081	8.0	1,374	3.1	169	2.3	3,295	5.5	0	0.0	2,321	77.3	161	4.6	17,703	7.3
5) Ontario	1,023	20.9	3,402	11.4	0	0.0	19,815	22.3	5,465	12.2	790	10.6	11,031	18.3	0	0.0	28	0.9	640	18.1	42,194	17.3
6) Other Canada	821	16.7	300	1.0	0	0.0	6,697	7.5	989	2.2	206	2.8	2,325	3.9	0	0.0	0	0.0	300	8.5	11,638	4.8
7) New England	129	2.6	53	0.2	0	0.0	9,653	10.9	1,924	4.3	666	8.9	2,189	3.6	0	0.0	0	0.0	169	4.8	14,783	6.1
8) Other U.S.A.	117	2.4	308	1.0	0	0.0	16,204	18.2	3,428	7.7	163	2.2	1,126	1.9	0	0.0	0	0.0	180	5.1	21,526	8.8
9) Other Countries	90	1.8	206	0.7	0	0.0	4,763	5.4	675	1.5	0	0.0	657	1.1	0	0.0	0	0.0	89	2.5	6,480	2.7
Total	4,904	100.0	29,792	100.0	1,313	100.0	88,827	100.0	44,661	100.0	7,473	100.0	60,228	100.0	73	100.0	3,004	100.0	3,538	100.0	243,813	100.0

P. PROVINCE/REGION OF ORIGIN (BY LICENSE OF ORIGIN)

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Nova Scotia	67,833	98.3	407	0.8	30	0.9	92	0.6	1,613	5.0	3,046	34.1	391	2.9	2,128	10.9	1,486	32.6	77,026	35.0
2) New Brunswick	568	0.8	52,595	99.2	0	0.0	580	3.6	410	1.3	1,456	16.3	480	3.5	508	2.6	628	13.8	57,225	26.0
3) Newfoundland	147	0.2	0	0.0	3,472	98.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3,619	1.6
4) Quebec	29	0.0	3	0.0	0	0.0	15,183	94.7	1,192	3.7	1,045	11.7	0	0.0	10	0.1	954	20.9	18,416	8.4
5) Ontario	230	0.3	0	0.0	10	0.3	185	1.2	28,909	89.9	536	6.0	0	0.0	26	0.1	819	17.9	30,715	13.9
6) Other Canada	69	0.1	15	0.0	0	0.0	0	0.0	12	0.0	2,752	30.8	0	0.0	261	1.3	15	0.3	3,124	1.4
7) New England	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	86	1.0	12,687	92.6	2,053	10.5	155	3.4	14,981	6.8
8) Other U.S.A.	1	0.0	1	0.0	0	0.0	0	0.0	22	0.1	2	0.0	140	1.0	14,474	74.4	342	7.5	14,982	6.8
9) Other Countries	111	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	165	3.6	276	0.1
Total	68,988	100.0	53,021	100.0	3,512	100.0	16,040	100.0	32,158	100.0	8,923	100.0	13,698	100.0	19,460	100.0	4,564	100.0	220,364	100.0

Q. PURPOSE OF TRIP (BY COUNTRY OF ORIGIN)

RESPONSE	Canada	%	U.S.A	%	Other Countries	%	Total	%
1) Convention, conference	4,568	2.3	246	0.7	90	1.4	4,904	2.0
2) Business meeting	29,225	14.5	361	1.0	206	3.2	29,792	12.2
3) Shopping	1,313	0.7	0	0.0	0	0.0	1,313	0.5
4) Sightseeing	58,207	29.0	25,857	71.2	4,763	73.5	88,827	36.4
5) Outdoor recreation	38,634	19.2	5,352	14.7	675	10.4	44,661	18.3
6) Personal affairs	6,644	3.3	829	2.3	0	0.0	7,473	3.1
7) Visiting friends/relatives	56,256	28.0	3,315	9.1	657	10.1	60,228	24.7
8) Commuting	73	0.0	0	0.0	0	0.0	73	0.0
9) To Magdalen Islands	3,004	1.5	0	0.0	0	0.0	3,004	1.2
10) Other	3,100	1.5	349	1.0	89	1.4	3,538	1.5
Total	201,024	100.0	36,309	100.0	6,480	100.0	243,813	100.0

R. PURPOSE OF TRIP (BY PROVINCE/REGION OF ORIGIN)

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Convention, conference	999	1.4	1,249	2.3	236	4.8	240	1.4	1,023	2.4	821	7.1	129	0.9	117	0.5	90	1.4	4,904	2.0
2) Business meeting	12,246	17.2	9,764	18.3	451	9.2	3,062	17.3	3,402	8.1	300	2.6	53	0.4	308	1.4	206	3.2	29,792	12.2
3) Shopping	572	0.8	741	1.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,313	0.5
4) Sightseeing	14,460	20.3	8,453	15.8	1,701	34.7	7,081	40.0	19,815	47.0	6,697	57.5	9,653	65.3	16,204	75.3	4,763	73.5	88,827	36.4
5) Outdoor recreation	15,081	21.2	14,966	28.1	759	15.5	1,374	7.8	5,465	13.0	989	8.5	1,924	13.0	3,428	15.9	675	10.4	44,661	18.3
6) Personal affairs	3,936	5.5	1,514	2.8	29	0.6	169	1.0	790	1.9	206	1.8	666	4.5	163	0.8	0	0.0	7,473	3.1
7) Visiting friends/relatives	21,923	30.8	16,067	30.1	1,615	33.0	3,295	18.6	11,031	26.1	2,325	20.0	2,189	14.8	1,126	5.2	657	10.1	60,228	24.7
8) Commuting	73	0.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	73	0.0
9) To Magdalen Islands	227	0.3	399	0.7	29	0.6	2,321	13.1	28	0.1	0	0.0	0	0.0	0	0.0	0	0.0	3,004	1.2
10) Other	1,717	2.4	201	0.4	81	1.7	161	0.9	640	1.5	300	2.6	169	1.1	180	0.8	89	1.4	3,538	1.5
Total	71,234	100.0	53,354	100.0	4,901	100.0	17,703	100.0	42,194	100.0	11,638	100.0	14,783	100.0	21,526	100.0	6,480	100.0	243,813	100.0

II. ACCOMMODATIONS

A.USE OF ACCOMMODATION

Response	Parties	%	Party Size	Total Persons	%	Length of Stay Accommodation	Party Nights	%
1) Hotel / motel	85,823	37.4	2.3175	198,899	37.9	2.4101	206,842	21.9
2) Cabin / cottage	22,362	9.7	2.9435	65,823	12.6	4.2427	94,875	10.0
3) Bed & breakfast	12,156	5.3	2.1539	26,183	5.0	3.0649	37,257	3.9
4) Tourist home	1,305	0.6	1.8383	2,399	0.5	2.9096	3,797	0.4
5) Farm vacation home	419	0.2	1.6921	709	0.1	12.8568	5,387	0.6
6) Vacation home	7,538	3.3	2.4036	18,118	3.5	17.6524	133,064	14.1
7) Friends / relatives	53,338	23.2	2.2239	118,621	22.6	5.3581	285,790	30.3
8) Federal campground	9,163	4.0	2.8353	25,980	5.0	3.1592	28,948	3.1
9) Provincial campground	12,041	5.2	2.7001	32,512	6.2	2.8339	34,123	3.6
10) Commercial campground	22,047	9.6	3.1522	69,496	13.3	3.2882	72,495	7.7
11) Other accommodations	3,531	1.5	1.4679	5,183	1.0	11.7799	41,595	4.4

B. USE OF ACCOMMODATION (EXCLUSIVE STAY)

Response	Parties	%	Party Size	Total Persons	%	Length of Stay Accommodation	Party Nights	%
1) Hotel / motel	76,756	38.6	2.3095	177,267	33.8	2.4593	188,766	21.7
2) Cabin / cottage	18,098	9.1	2.9853	54,028	10.3	4.5841	82,963	9.5
3) Bed & breakfast	8,878	4.5	2.2381	19,870	3.8	3.4726	30,830	3.5
4) Tourist home	1,013	0.5	1.8115	1,835	0.3	3.2152	3,257	0.4
5) Farm vacation home	419	0.2	1.6921	709	0.1	12.8568	5,387	0.6
6) Vacation home	7,424	3.7	2.4120	17,907	3.4	17.8715	132,678	15.2
7) Friends / relatives	50,166	25.2	2.2163	111,183	21.2	5.5278	277,308	31.8
8) Federal campground	7,050	3.5	2.9552	20,834	4.0	3.5428	24,977	2.9
9) Provincial campground	7,805	3.9	2.6691	20,832	4.0	3.2771	25,578	2.9
10) Commercial campground	17,974	9.0	3.1419	56,473	10.8	3.2661	58,705	6.7
11) Other accommodations	3,147	1.6	1.4439	4,544	0.9	12.9692	40,814	4.7

C. PROVINCE/REGION OF ORIGIN (BY TYPE OF ACCOMMODATION)

RESPONSE	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed& Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends& Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accom. Parties	%	Total Parties	%
1) Nova Scotia	22,257	25.9	5,227	23.4	1,861	15.3	472	36.2	93	22.2	2,256	29.9	19,755	37.1	1,729	18.9	3,418	28.4	8,167	37.4	1,098	31.1	66,333	28.9
2) New Brunswick	16,490	19.2	5,863	26.2	373	3.1	46	3.5	183	43.7	1,171	15.5	13,233	24.8	1,068	11.7	967	8.0	4,045	18.5	534	15.1	43,973	19.2
3) Newfoundland	2,077	2.4	1,248	5.6	59	0.5	34	2.6	15	3.6	86	1.1	1,257	2.4	40	0.4	61	0.5	86	0.4	28	0.8	4,989	2.2
4) Quebec	6,902	8.0	2,274	10.2	411	3.4	24	1.8	0	0.0	1,932	25.6	2,915	5.5	1,039	11.3	182	1.5	143	0.7	378	10.7	16,200	7.1
5) Ontario	15,526	18.1	2,739	12.2	3,325	27.4	149	11.4	98	23.4	1,185	15.7	10,455	19.6	2,373	25.9	3,535	29.4	4,335	19.8	408	11.6	44,128	19.2
6) Other Canada	6,289	7.3	922	4.1	1,206	9.9	180	13.8	0	0.0	24	0.3	1,980	3.7	545	5.9	727	6.0	594	2.7	210	5.9	12,677	5.5
7) New England	6,563	7.6	1,612	7.2	1,515	12.5	18	1.4	30	7.2	605	8.0	1,661	3.1	605	6.6	673	5.6	1,177	5.4	70	2.0	14,529	6.3
8) Other U.S.A.	8,106	9.4	2,320	10.4	2,575	21.2	81	6.2	0	0.0	217	2.9	1,114	2.1	953	10.4	1,966	16.3	2,979	13.6	439	12.4	20,750	9.0
9) Other countries	1,613	1.9	159	0.7	803	6.6	301	23.1	0	0.0	62	0.8	940	1.8	811	8.9	512	4.3	322	1.5	366	10.4	5,889	2.6
Total	85,823	100.0	22,362	100.0	12,128	100.0	1,305	100.0	419	100.0	7,538	100.0	53,310	100.0	9,163	100.0	12,0[illegible]	100.0	21,848	100.0	3,531	100.0	229,468	100.0

D. OCCUPATION OF RESPONDENT (BY TYPE OF ACCOMMODATION)

RESPONSE	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed& Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends& Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accom. Parties	%	Total Parties	%
1) Pro., tech., etc.	23,980	28.2	7,466	33.7	3,984	32.9	432	33.1	198	47.3	1,531	20.3	14,512	27.3	2,504	28.6	4,016	33.9	4,119	19.0	803	22.7	63,545	27.9
2) Farmer/farm manager	1,331	1.6	16	0.1	233	1.9	1	0.1	0	0.0	0	0.0	804	1.5	0	0.0	9	0.1	230	1.1	0	0.0	2,624	1.2
3) Manager/proprietor	10,417	12.2	3,818	17.2	953	7.9	65	5.0	0	0.0	1,403	18.6	3,599	6.8	964	11.0	722	6.1	2,171	10.0	140	4.0	24,252	10.6
4) Clerical worker	4,296	5.0	1,555	7.0	487	4.0	36	2.8	0	0.0	388	5.1	3,017	5.7	175	2.0	516	4.4	423	2.0	81	2.3	10,974	4.8
5) Sales worker	10,411	12.2	1,010	4.6	1,025	8.5	284	21.8	46	11.0	892	11.8	2,996	5.6	1,628	18.6	600	5.1	1,694	7.8	78	2.2	20,664	9.1
6) Craftsman, foreman, etc.	5,879	6.9	1,595	7.2	795	6.6	22	1.7	0	0.0	152	2.0	3,358	6.3	316	3.6	214	1.8	2,918	13.5	235	6.7	15,484	6.8
7) Operative worker, etc.	2,158	2.5	895	4.0	131	1.1	12	0.9	0	0.0	195	2.6	1,646	3.1	452	5.2	1,234	10.4	754	3.5	0	0.0	7,477	3.3
8) Private household worker	1	0.0	1	0.0	0	0.0	0	0.0	0	0.0	0	0.0	61	0.1	0	0.0	0	0.0	0	0.0	0	0.0	63	0.0
9) Service worker	2,823	3.3	1,327	6.0	564	4.7	76	5.8	0	0.0	81	1.1	3,712	7.0	144	1.6	10	0.1	1,099	5.1	177	5.0	10,013	4.4
10) Farm labourer/ foreman	43	0.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	528	1.0	0	0.0	671	5.7	1	0.0	0	0.0	1,243	0.5
11) Labourer	1,259	1.5	488	2.2	224	1.8	0	0.0	0	0.0	86	1.1	1,746	3.3	559	6.4	424	3.6	1,637	7.6	263	7.4	6,686	2.9
12) Student	2,192	2.6	1,009	4.6	533	4.4	166	12.7	0	0.0	290	3.8	3,966	7.5	320	3.7	139	1.2	1,382	6.4	742	21.0	10,739	4.7
13) Housewife	1,946	2.3	866	3.9	387	3.2	40	3.1	0	0.0	440	5.8	2,473	4.6	113	1.3	3,128	26.4	680	3.1	19	0.5	10,092	4.4
14) Retiree	18,094	21.2	2,011	9.1	2,442	20.2	90	6.9	175	41.8	2,080	27.6	8,696	16.3	1,478	16.9	0	0.0	4,140	19.1	493	14.0	39,699	17.4
15) Military	180	0.2	114	0.5	212	1.7	0	0.0	0	0.0	0	0.0	1,448	2.7	1	0.0	0	0.0	293	1.4	450	12.7	2,698	1.2
16) Unemployed	147	0.2	0	0.0	131	1.1	81	6.2	0	0.0	0	0.0	571	1.1	109	1.2	174	1.5	126	0.6	0	0.0	1,339	0.6
17) Other	28	0.0	0	0.0	15	0.1	0	0.0	0	0.0	0	0.0	82	0.2	0	0.0	0	0.0	0	0.0	50	1.4	175	0.1
Total	85,185	100.0	22,171	100.0	12,116	100.0	1,305	100.0	419	100.0	7,538	100.0	53,215	100.0	8,763	100.0	11,857	100.0	21,667	100.0	3,531	100.0	227,767	100.0

E. PURPOSE OF TRIP (BY TYPE OF ACCOMMODATION)

PURPOSE	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed& Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends& Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accom. Parties	%	Total Parties	%
1) Convention, conference	3,338	3.9	489	2.2	103	0.8	44	3.4	0	0.0	0	0.0	357	0.7	2	0.0	1	0.0	146	0.7	448	12.7	4,928	2.2
2) Business meeting	18,595	21.7	402	1.8	462	3.8	302	23.1	0	0.0	1,068	16.0	1,936	3.6	67	0.7	0	0.0	112	0.5	1,050	29.7	23,994	10.5
3) Shopping	150	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	117	0.2	0	0.0	0	0.0	0	0.0	0	0.0	267	0.1
4) Sightseeing	42,130	49.1	12,022	53.8	8,837	72.7	698	53.5	117	27.9	1,264	18.9	3,874	7.3	3,945	43.1	6,199	51.5	7,352	33.5	797	22.6	87,235	38.1
5) Outdoor recreation /sport	8,427	9.8	7,139	31.9	951	7.8	155	11.9	183	43.7	1,704	25.5	1,351	2.5	4,387	47.9	4,897	40.7	13,082	59.7	513	14.5	42,789	18.7
6) Personal affairs	2,429	2.8	498	2.2	488	4.0	0	0.0	11	2.6	818	12.3	1,858	3.5	49	0.5	1	0.0	56	0.3	175	5.0	6,383	2.8
7) Visiting friends/ relatives	9,788	11.4	1,513	6.8	493	4.1	106	8.1	15	3.6	1,621	24.3	42,992	80.6	712	7.8	943	7.8	1,149	5.2	100	2.8	59,432	26.0
8) Commuting	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	19	0.3	0	0.0	0	0.0	0	0.0	0	0.0	54	1.5	73	0.0
9) To Magdalen Islands	307	0.4	0	0.0	87	0.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	394	0.2
10) Other	659	0.8	299	1.3	735	6.0	0	0.0	93	22.2	177	2.7	853	1.6	1	0.0	0	0.0	33	0.2	394	11.2	3,244	1.4
Total	85,823	100.0	22,362	100.0	12,156	100.0	1,305	100.0	419	100.0	6,671	100.0	53,338	100.0	9,163	100.0	12,041	100.0	21,930	100.0	3,531	100.0	228,739	100.0

F. EDUCATION OF RESPONDENT (BY TYPE OF ACCOMMODATION)

Level of Education	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed& Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends& Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accom. Parties	%	Total Parties	%
1) Elementary	83	0.1	248	1.1	33	0.3	0	0.0	0	0.0	23	0.3	114	0.2	0	0.0	0	0.0	0	0.0	0	0.0	501	0.2
2) Secondary-partial	4,274	5.0	979	4.4	159	1.3	38	3.0	11	2.6	397	5.4	3,281	6.3	387	4.5	474	4.0	1,540	7.0	48	1.4	11,588	5.1
3) Secondary-completed	15,982	18.8	4,148	18.7	2,145	18.1	115	9.1	158	37.7	1,667	22.5	10,807	20.8	1,802	20.7	2,681	22.3	5,838	26.6	575	17.2	45,918	20.3
4) Post secondary non-university partial	3,242	3.8	696	3.1	376	3.2	54	4.3	52	12.4	560	7.6	2,333	4.5	381	4.4	418	3.5	402	1.8	69	2.1	8,583	3.8
5) Post secondary non-university completed	17,412	20.5	3,604	16.3	2,445	20.6	181	14.3	0	0.0	711	9.6	9,586	18.5	2,084	24.0	2,188	18.2	5,393	24.5	340	10.1	43,944	19.5
6) University - partial	4,846	5.7	1,029	4.6	1,038	8.7	98	7.7	0	0.0	348	4.7	4,501	8.7	717	8.2	314	2.6	1,474	6.7	221	6.6	14,586	6.5
7) University - completed	38,999	46.0	11,451	51.7	5,681	47.8	783	61.7	198	47.3	3,698	49.9	21,280	41.0	3,320	38.2	5,922	49.4	7,339	33.4	2,097	62.6	100,768	44.6
Total	84,838	100.0	22,155	100.0	11,877	100.0	1,269	100.0	419	100.0	7,404	100.0	51,902	100.0	8,691	100.0	11,997	100.0	21,986	100.0	3,350	100.0	225,888	100.0

III. VISITOR EXPENDITURES

A. EXPENDITURES IN GENERAL

Expenditures	Total Expenditures	Average Per party Per trip	Average Per party Per day	Average Per person Per day
1) Gas and oil	6,755,601	27.54	9.95	4.78
2) Auto repairs & maintenance	205,897	0.84	0.29	0.15
3) Food, beverages in stores	4,485,070	18.28	4.12	1.73
4) Alcoholic beverages	2,662,507	10.85	3.73	1.76
5) Meals, beverages in restaurants	20,365,607	83.01	31.35	14.70
6) Accommodations	23,575,993	96.10	32.53	16.17
7) Recreation & entertainment	7,553,238	30.79	10.57	4.19
8) Handcrafts & related merchandise	7,356,250	29.99	10.63	4.44
9) Other under $250	1,436,845	5.86	2.37	1.14
10) Other over $250	2,829,635	11.53	3.80	1.11
11) Total excluding expenses over $250	74,397,008	303.26	105.54	49.06
12) Total including expenses over $250	77,226,643	314.79	109.34	50.17

B. EXPENDITURES BY ORIGIN

1) TOTAL EXPENDITURES ON ISLAND

Origin	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	71,341	1,731,807	88,854	1,116,242	1,200,734	4,519,322	5,045,990	2,785,314	1,142,626	612,328	463,448	18,243,221	18,706,669
2) New Brunswick	53,354	1,073,025	29,759	528,554	349,240	2,972,262	3,676,388	1,369,976	1,318,493	227,395	2,110,500	11,545,092	13,655,592
3) Newfoundland	4,901	172,402	265	177,094	77,447	524,542	806,832	325,480	221,766	50,311	13,300	2,356,140	2,369,440
4) Quebec	18,570	541,322	2,460	868,219	100,001	1,938,670	2,089,281	306,143	431,368	52,412	0	6,329,876	6,329,876
5) Ontario	42,194	1,521,671	14,957	916,403	511,187	4,375,722	4,664,603	1,373,479	2,075,423	206,648	155,440	15,660,094	15,815,534
6) Other Canada	11,638	371,872	11,702	204,764	213,940	1,570,941	1,727,662	384,677	586,696	103,240	19,575	5,175,494	5,195,069
7) New England	14,900	563,629	11,590	276,818	62,692	1,760,622	2,461,087	326,413	556,614	41,975	16,100	6,061,440	6,077,540
8) Other U.S.A.	21,526	670,761	41,410	297,284	90,835	2,138,808	2,446,115	473,348	834,347	117,096	14,022	7,110,004	7,124,026
9) Other countries	6,480	103,140	4,900	84,921	56,430	560,377	650,477	177,324	188,216	10,740	37,250	1,836,525	1,873,775

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Origin	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	71,341	24.28	1.25	15.65	16.83	63.35	70.73	39.04	16.02	8.58	6.50	255.72	262.21
2) New Brunswick	53,354	20.11	0.56	9.91	6.55	55.71	68.91	25.68	24.71	4.26	39.56	216.39	255.94
3) Newfoundland	4,901	35.18	0.05	36.13	15.80	107.03	164.63	66.41	45.25	10.27	2.71	480.75	483.46
4) Quebec	18,570	29.15	0.13	46.75	5.39	104.40	112.51	16.49	23.23	2.82	0.00	340.87	340.87
5) Ontario	42,194	36.06	0.35	21.72	12.12	103.70	110.55	32.55	49.19	4.90	3.68	371.15	374.83
6) Other Canada	11,638	31.95	1.01	17.59	18.38	134.98	148.45	33.05	50.41	8.87	1.68	444.71	446.39
7) New England	14,900	37.83	0.78	18.58	4.21	118.16	165.17	21.91	37.36	2.82	1.08	406.81	407.89
8) Other U.S.A.	21,526	31.16	1.92	13.81	4.22	99.36	113.64	21.99	38.76	5.44	0.65	330.30	330.95
9) Other countries	6,480	15.92	0.76	13.11	8.71	86.48	100.38	27.36	29.05	1.66	5.75	283.41	289.16

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Origin	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	71,341	10.07	0.33	4.65	7.43	27.74	28.68	14.82	6.54	3.46	2.29	103.72	106.01
2) New Brunswick	53,354	9.23	0.25	2.92	2.63	28.28	29.38	11.82	10.67	2.47	13.18	97.65	110.83
3) Newfoundland	4,901	6.77	0.00	6.10	4.16	32.24	34.41	11.68	10.38	2.73	0.49	108.47	108.96
4) Quebec	18,570	11.84	0.05	5.83	0.67	28.98	31.12	4.34	5.82	0.57	0.00	89.22	89.22
5) Ontario	42,194	9.85	0.07	4.87	2.76	33.15	32.97	7.35	15.02	1.55	0.41	107.59	108.00
6) Other Canada	11,638	10.66	0.45	4.15	2.91	41.22	45.65	8.48	19.19	3.30	0.34	136.00	136.34
7) New England	14,900	10.13	0.25	3.38	0.96	42.81	46.34	7.76	12.86	0.56	0.23	125.05	125.28
8) Other U.S.A.	21,526	11.92	0.91	2.60	1.24	37.82	38.64	6.59	14.28	0.27	0.22	114.26	114.48
9) Other countries	6,480	4.17	0.15	2.41	3.12	26.75	26.39	13.08	8.58	0.19	4.24	84.84	89.08

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Origin	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	71,341	5.03	0.19	1.92	3.25	13.32	14.71	6.28	2.73	1.77	1.04	49.20	50.24
2) New Brunswick	53,354	4.80	0.14	1.24	1.23	12.21	13.65	3.86	3.42	1.04	3.30	41.59	44.89
3) Newfoundland	4,901	2.58	0.00	1.85	2.62	15.79	16.44	4.24	4.56	1.17	0.24	49.25	49.49
4) Quebec	18,570	6.15	0.05	2.74	0.35	14.86	16.66	1.89	3.52	0.29	0 00	46.51	46.51
5) Ontario	42,194	4.32	0.03	2.07	1.50	16.60	17.72	3.27	6.23	0.79	0.30	52.53	52.83
6) Other Canada	11,638	4.56	0.21	1.50	1.88	18.99	22.04	3.16	8.32	1.42	0.17	62.08	62.25
7) New England	14,300	4.47	0.12	1.47	0.39	18.97	20.68	3.17	5.73	0.31	0.08	55.31	55.39
8) Other U.S.A.	21,526	5.31	0.34	1.17	0.65	16.97	18.14	2.65	6.63	1.23	0.11	53.09	53.20
9) Other countries	6,480	2.12	0.08	1.14	1.65	12.68	14.76	5.33	5.37	0.18	0.74	43.31	44.05

C. EXPENDITURES BY PURPOSE OF TRIP

1) TOTAL EXPENDITURES ON ISLAND

Purpose of Trip	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention, conference	4,904	58,078	0	28,194	86,069	633,048	1,192,146	153,622	166,933	38,722	37,420	2,356,812	2,394,232
2) Business meeting	29,792	506,805	47,391	124,267	187,512	2,160,833	3,315,392	730,371	287,188	128,456	78	7,488,215	7,488,293
3) Shopping	1,313	4,357	0	1,119	17,687	53,785	19,164	6,000	13,990	31,095	66,350	147,197	213,547
4) Sightseeing	89,026	2,473,101	75,184	1,557,252	677,486	9,383,899	11,563,089	2,655,691	3,466,982	493,902	110,737	32,346,589	32,457,326
5) Outdoor recreation	44,857	1,330,217	24,160	907,063	798,246	3,593,903	4,295,266	2,347,327	1,857,287	156,169	2,175,700	15,309,639	17,485,339
6) Personal affairs	7,473	164,964	3,085	211,099	115,367	459,056	510,134	64,580	77,486	105,226	270,200	1,710,999	1,981,199
7) Visiting friends	60,256	1,923,967	56,077	1,068,017	635,684	3,372,630	2,013,607	1,366,504	1,310,851	466,440	164,650	12,213,777	12,378,427
8) Commuting	73	1,650	0	108	0	11,560	6,750	0	0	6,480	0	26,548	26,548
9) To Magdalen Islands	3,004	79,084	0	12,400	3,432	55,230	74,440	21,385	3,310	0	0	249,281	249,281

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Purpose of Trip	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention, conference	4,904	11.84	0.00	5.75	17.55	129.09	243.10	31.33	34.04	7.90	7.63	480.59	488.22
2) Business meeting	29,792	17.01	1.59	4.17	6.29	72.53	111.28	24.52	9.64	4.31	0.00	251.35	251.35
3) Shopping	1,313	3.32	0.00	0.85	13.47	40.96	14.60	4.57	10.65	23.68	50.53	112.11	162.64
4) Sightseeing	89,026	27.78	0.84	17.49	7.61	105.41	129.88	29.83	38.94	5.55	1.24	363.34	364.58
5) Outdoor recreation	44,857	29.65	0.54	20.22	17.80	80.12	95.75	52.33	41.40	3.48	48.50	341.30	389.80
6) Personal affairs	7,473	22.07	0.41	28.25	15.44	61.43	68.26	8.64	10.37	14.08	36.16	228.96	265.11
7) Visiting friends	60,256	31.93	0.93	17.72	10.55	55.97	33.42	22.68	21.75	7.74	2.73	202.70	205.43
8) Commuting	73	22.60	0.00	1.48	0.00	158.36	92.47	0.00	0.00	88.77	0.00	363.67	363.67
9) To Magdalen Islands	3,004	26.33	0.00	4.13	1.14	18.39	24.78	7.12	1.10	0.00	0.00	82.98	82.98

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Purpose of Trip	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention, conference	4,904	3.81	0.00	0.95	5.23	39.79	63.73	10.55	7.36	2.19	2.24	133.61	135.85
2) Business meeting	29,792	9.52	0.45	1.10	3.04	34.85	49.99	8.66	3.92	2.60	0.00	114.13	114.13
3) Shopping	1,313	2.19	0.00	0.62	11.64	28.96	8.18	2.28	8.18	15.34	50.53	77.39	127.92
4) Sightseeing	89,026	11.30	0.34	4.20	2.82	43.98	44.77	11.30	15.72	2.25	0.53	136.68	137.21
5) Outdoor recreation	44,857	10.43	0.20	4.94	7.29	29.03	28.14	20.43	13.92	1.42	16.17	115.80	131.97
6) Personal affairs	7,473	10.46	0.05	5.23	4.50	25.82	27.32	3.08	4.77	5.32	8.29	86.55	94.84
7) Visiting friends	60,256	7.86	0.29	4.04	2.56	14.49	9.60	4.93	5.74	2.70	0.34	52.21	52.55
8) Commuting	73	11.30	0.00	0.74	0.00	79.18	46.23	0.00	0.00	44.38	0.00	181.83	181.83
9) To Magdalen Islands	3,004	24.34	0.00	3.39	0.33	6.26	6.80	1.78	0.28	0.00	0.00	43.18	43.18

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Purpose of Trip	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention, conference	4,904	2.39	0.00	0.68	3.54	24.32	38.86	5.14	5.24	1.40	1.12	81.57	82.69
2) Business meeting	29,792	7.68	0.42	0.69	2.13	26.04	39.24	5.85	3.10	1.55	0.00	86.70	86.70
3) Shopping	1,313	1.34	0.00	0.36	6.06	14.08	5.97	2.28	3.35	8.43	25.27	41.87	67.14
4) Sightseeing	89,026	5.05	0.12	2.05	1.20	18.45	19.51	4.26	6.54	0.98	0.14	58.16	58.30
5) Outdoor recreation	44,857	3.57	0.05	1.56	2.70	9.92	9.27	6.53	3.88	0.45	4.16	37.93	42.09
6) Personal affairs	7,473	5.94	0.04	2.74	2.32	12.85	14.79	1.37	1.94	2.96	2.83	44.95	47.78
7) Visiting friends	60,256	3.77	0.16	1.90	1.46	7.19	4.41	2.05	2.93	1.32	0.25	25.19	25.44
8) Commuting	73	9.35	0.00	0.74	0.00	76.58	46.23	0.00	0.00	44.38	0.00	177.28	177.28
9) To Magdalen Islands	3,004	10.85	0.00	1.16	0.09	2.60	2.01	0.38	0.08	0.00	0.00	17.17	17.17

D. EXPENDITURES BY OCCUPATION

1) TOTAL EXPENDITURES ON ISLAND

Occupation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech., etc.	67,773	1,880,124	41,438	1,244,454	614,361	6,565,445	8,138,962	1,915,083	2,510,575	379,308	2,264,635	23,289,750	25,554,385
2) Farmer/farm manager	2,672	73,772	0	20,386	8,815	176,053	211,702	56,721	121,272	4,935	0	673,656	673,656
3) Manager/proprietor	25,098	692,993	51,140	510,443	345,688	2,706,826	3,170,677	675,888	765,727	244,835	178,178	9,164,217	9,342,395
4) Clerical worker	11,811	274,116	4,310	179,678	71,352	962,568	1,148,895	465,088	353,956	77,634	0	3,537,597	3,537,597
5) Sales worker	23,280	502,370	15,986	328,273	183,098	1,721,239	2,143,757	1,080,752	566,909	126,127	6,600	6,668,511	6,675,111
6) Craftsman, foreman, etc.	16,696	426,373	5,747	260,274	284,395	1,211,349	1,249,583	794,416	402,024	84,023	17,250	4,718,184	4,735,434
7) Operative worker etc.	9,552	274,432	300	78,855	123,252	540,480	506,390	282,740	88,610	28,915	0	1,923,974	1,923,974
8) Private household work	62	640	0	20	2,070	890	80	950	20	0	0	4,670	4,670
9) Service worker	10,861	282,949	4,600	146,942	78,005	938,501	958,916	339,789	347,984	44,705	11,200	3,142,391	3,153,591
10) Farm labourer/ foreman	589	1,075	0	0	5,090	26,447	2,580	0	0	1,425	0	36,617	36,617
11) Labourer	7,096	254,296	810	128,119	203,649	427,696	535,788	369,221	171,958	35,325	21,900	2,126,862	2,148,762
12) Student	11,783	296,864	9,410	223,812	261,303	726,680	810,123	430,678	304,054	86,675	73,200	3,149,599	3,222,799
13) Housewife	7,860	217,338	4,696	217,412	40,337	552,931	743,420	208,539	504,047	69,335	21,700	2,558,055	2,579,755
14) Retiree	43,823	1,412,000	62,560	1,070,850	275,776	3,462,347	3,717,183	797,712	1,076,038	202,138	222,722	12,076,604	12,299,326
15) Military	3,018	87,965	4,900	42,123	27,263	227,245	85,059	72,834	53,958	13,350	12,250	614,697	626,947
16) Unemployed	1,427	25,393	0	14,373	46,786	50,286	43,099	20,590	59,662	37,290	0	297,479	297,479

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Occupation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech., etc.	67,773	27.74	0.61	18.36	9.07	96.87	120.09	28.26	37.04	5.60	33.42	343.64	377.06
2) Farmer/farm manager	2,672	27.61	0.00	7.63	3.30	65.89	79.23	21.23	45.39	1.85	0.00	252.13	252.13
3) Manager/proprietor	25,098	27.61	2.04	20.34	13.77	107.85	126.33	26.93	30.51	9.76	7.10	365.14	372.24
4) Clerical worker	11,811	23.21	0.36	15.21	6.04	81.50	97.27	39.38	29.97	6.57	0.00	299.51	299.51
5) Sales worker	23,280	21.58	0.69	14.10	7.87	73.94	92.09	46.42	24.35	5.42	0.28	286.46	286.74
6) Craftsman, foreman, etc.	16,696	25.54	0.34	15.59	17.03	72.55	74.84	47.58	24.08	5.03	1.03	282.58	283.61
7) Operative worker etc.	9,552	28.73	0.03	8.26	12.90	56.58	53.00	29.60	9.28	3.03	0.00	201.41	201.41
8) Private household work	62	10.32	0.00	0.32	33.39	14.35	1.29	15.32	0.32	0.00	0.00	75.31	75.31
9) Service worker	10,861	26.05	0.42	13.53	7.18	86.41	88.29	31.29	32.04	4.12	1.03	289.33	290.36
10) Farm labourer/foreman	589	1.83	0.00	0.00	8.64	44.90	4.38	0.00	0.00	2.42	0.00	62.17	62.17
11) Labourer	7,096	35.84	0.11	18.06	28.70	60.27	75.51	52.03	24.23	4.98	3.09	299.73	302.82
12) Student	11,783	25.19	0.80	18.99	22.18	61.67	68.75	36.55	25.80	7.36	6.21	267.29	273.50
13) Housewife	7,860	27.84	0.60	27.85	5.17	70.83	95.24	26.72	64.57	8.88	2.78	327.70	330.48
14) Retiree	43,823	32.22	1.43	24.44	6.29	79.01	84.82	18.20	24.55	4.61	5.08	275.57	280.65
15) Military	3,018	29.15	1.62	13.96	9.03	75.30	28.18	24.13	17.88	4.42	4.06	203.67	207.73
16) Unemployed	1,427	17.79	0.00	10.07	32.79	35.24	30.20	14.43	41.81	26.13	0.00	208.46	208.46

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Occupation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech., etc.	67,773	9.74	0.18	4.15	2.57	31.74	34.87	9.28	11.26	2.10	11.69	105.89	117.58
2) Farmer/farm manager	2,672	10.78	0.00	1.62	1.52	32.28	31.72	10.56	33.07	0.07	0.00	121.62	121.62
3) Manager/proprietor	25,098	10.82	0.49	4.94	4.27	39.15	44.62	8.33	9.72	5.16	2.73	127.50	130.23
4) Clerical worker	11,811	9.28	0.12	5.33	2.05	32.87	35.41	12.26	14.92	2.62	0.00	114.86	114.86
5) Sales worker	23,280	10.11	0.42	3.73	3.91	33.05	39.13	16.15	9.03	3.04	0.09	118.57	118.66
6) Craftsman, foreman, etc.	16,696	10.10	0.07	4.70	6.28	31.39	30.82	20.16	10.71	1.94	0.52	116.17	116.69
7) Operative worker etc.	9,552	14.06	0.03	3.83	6.77	31.46	21.56	15.54	5.05	1.34	0.00	99.64	99.64
8) Private household work	62	9.80	0.00	0.16	33.39	10.89	0.65	7.66	0.16	0.00	0.00	62.71	62.71
9) Service worker	10,861	10.33	0.12	3.46	2.82	32.32	27.96	10.46	9.47	1.24	0.21	98.18	98.39
10) Farm labourer/foreman	589	1.83	0.00	0.00	2.88	21.25	4.38	0.00	0.00	1.21	0.00	31.55	31.55
11) Labourer	7,096	9.73	0.02	4.10	9.74	16.84	20.84	15.54	8.55	1.48	1.03	86.84	87.87
12) Student	11,783	7.99	0.26	3.90	8.09	22.52	17.82	14.50	8.50	2.30	2.52	85.88	88.40
13) Housewife	7,860	8.87	0.11	7.52	1.78	27.93	31.03	8.15	21.62	3.35	0.40	110.36	110.76
14) Retiree	43,823	9.92	0.62	3.32	1.61	32.07	31.53	5.18	9.38	1.38	0.38	95.01	95.39
15) Military	3,018	6.02	0.32	2.43	2.33	24.15	8.07	5.37	6.23	0.67	0.81	55.59	56.40
16) Unemployed	1,427	9.97	0.00	4.69	17.24	15.30	10.97	6.08	19.37	14.39	0.00	98.01	98.01

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Occupation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech., etc.	67,773	4.70	0.10	1.86	1.53	15.60	19.05	3.43	5.12	1.14	3.03	52.53	55.56
2) Farmer/farm manager	2,672	4.18	0.00	0.42	0.61	13.18	11.91	3.81	13.90	0.05	0.00	48.06	48.06
3) Manager/proprietor	25,098	5.92	0.22	2.17	2.25	19.15	23.35	3.27	4.22	2.36	1.46	62.91	64.37
4) Clerical worker	11,811	3.71	0.05	2.20	1.04	13.15	14.57	4.34	5.51	1.27	0.00	45.84	45.84
5) Sales worker	23,280	6.21	0.42	1.51	2.00	19.66	24.12	8.91	4.55	1.24	0.03	68.62	68.65
6) Craftsman, foreman, etc.	16,696	4.30	0.02	1.63	3.20	12.66	12.96	7.35	3.63	1.22	0.26	46.97	47.23
7) Operative worker etc.	9,552	6.71	0.02	1.55	2.49	11.52	8.58	4.84	1.64	0.65	0.00	38.00	38.00
8) Private household work	62	2 12	0.00	0.08	6.68	4.75	0.32	7.66	0.08	0.00	0.00	21.69	21.69
9) Service worker	10,861	4.48	0.07	1.22	1.17	12.97	11.22	3.46	3.93	0.52	0.10	39.04	39.14
10) Farm labourer/foreman	589	0.61	0.00	0.00	1.43	8.90	1.46	0.00	0.00	0.20	0.00	12.60	12.60
11) Labourer	7,096	3.71	0.01	1.58	3.14	7.05	8.83	4.44	2.65	0.52	0.34	31.93	32.27
12) Student	11,783	3.52	0.07	1.54	2.76	10.11	8.23	5.80	3.08	1.18	1.26	36.29	37.55
13) Housewife	7,860	3.32	0.06	2.65	0.80	11.19	11.54	2.68	6.23	1.43	0.20	39.90	40.10
14) Retiree	43,823	4.62	0.23	1.58	0.73	14.72	14.20	2.31	4.16	0.61	0.14	43.16	43.30
15) Military	3,018	3.04	0.16	0.72	1.32	10.90	3.65	2.03	1.72	0.31	0.41	23.85	24.26
16) Unemployed	1,427	4.92	0.00	2.01	6.48	7.85	6.36	3.13	9.85	6.47	0.00	47.07	47.07

E. EXPENDITURES BY MODE OF TRANSPORTATION

1) TOTAL EXPENDITURES ON ISLAND

Transportation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car Only	158,385	4,005,476	105,340	2,656,686	1,328,432	12,384,796	13,478,045	4,494,555	4,012,795	1,004,540	2,390,517	43,470,665	45,861,182
2) Pickup Truck	15,831	526,386	11,688	179,769	526,313	796,100	1,030,614	494,387	220,253	54,765	294,500	3,840,275	4,134,775
3) Motor Home	7,096	317,968	2,166	185,660	48,294	402,074	264,141	126,001	251,987	7,286	21,900	1,605,577	1,627,477
4) Truck Camper	2,396	88,337	0	22,881	1,655	119,182	76,081	81,671	67,896	15,110	0	472,813	472,813
5) Travel Trailer	5,534	300,409	2,260	141,649	16,272	333,234	265,827	196,411	195,515	10,482	0	1,462,059	1,462,059
6) Tent Trailer	4,845	215,467	1,271	248,624	35,430	326,190	332,510	221,292	233,725	45,590	0	1,660,099	1,660,099
7) Van	24,905	713,698	40,547	420,399	164,458	2,098,026	2,649,228	1,037,957	970,975	88,234	48,500	8,183,522	8,232,022
8) Air	24,744	548,205	10,900	592,283	506,981	3,805,363	5,373,634	819,050	1,372,230	206,017	74,218	13,234,663	13,308,881

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Transportation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car Only	158,385	25.29	0.67	16.77	8.39	78.19	85.10	28.38	25.34	6.34	15.09	274.47	289.56
2) Pickup Truck	15,831	33.25	0.74	11.36	33.25	50.29	65.10	31.23	13.91	3.46	18.60	242.59	261.19
3) Motor Home	7,096	44.81	0.31	26.16	6.81	56.66	37.22	17.76	35.51	1.03	3.09	226.27	229.36
4) Truck Camper	2,396	36.87	0.00	9.55	0.69	49.74	31.75	34.09	28.34	6.31	0.00	197.34	197.34
5) Travel Trailer	5,534	54.28	0.41	25.60	2.94	60.22	48.04	35.49	35.33	1.89	0.00	264.20	264.20
6) Tent Trailer	4,845	44.47	0.26	51.32	7.31	67.33	68.63	45.67	48.24	9.41	0.00	342.64	342.64
7) Van	24,905	28.66	1.63	16.88	6.60	84.24	106.37	41.68	38.99	3.54	1.95	328.59	330.54
8) Air	24,744	22.15	0.44	23.94	20.49	153.79	217.17	33.10	55.46	8.33	3.00	534.87	537.87

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Transportation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car Only	158,385	10.17	0.25	4.12	3.47	33.65	33.85	10.92	10.59	2.74	5.44	109.76	115.20
2) Pickup Truck	15,831	10.71	0.22	2.86	11.60	20.18	19.57	11.49	6.02	0.77	1.22	83.42	84.64
3) Motor Home	7,096	16.61	0.09	7.99	2.42	20.91	12.51	5.06	11.94	0.18	1.03	77.71	78.74
4) Truck Camper	2,396	14.49	0.00	4.15	0.32	19.34	16.07	12.62	12.14	6.30	0.00	85.43	85.43
5) Travel Trailer	5,534	12.67	0.13	5.77	0.78	15.35	10.59	8.83	9.74	0.30	0.00	64.16	64.16
6) Tent Trailer	4,845	9.50	0.05	10.34	1.33	17.55	14.76	11.94	9.19	1.69	0.00	76.35	76.35
7) Van	24,905	11.57	0.31	4.33	2.34	34.79	35.74	14.49	14.49	1.81	1.32	119.87	121.19
8) Air	24,744	3.44	0.20	1.83	3.27	30.74	45.00	4.78	9.96	2.43	0.46	101.65	102.11

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Transportation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car Only	158,385	4.99	0.10	1.80	1.66	15.16	15.91	4.38	4.32	1.25	1.57	49.57	51.14
2) Pickup Truck	15,831	5.55	0.06	1.36	4.47	9.44	8.96	4.47	2.21	0.32	0.78	36.84	37.62
3) Motor Home	7,096	5.53	0.04	2.81	0.70	9.68	4.60	2.10	4.31	0.08	0.34	29.85	30.19
4) Truck Camper	2,396	6.48	0.00	1.85	0.16	8.68	11.46	4.76	4.92	1.58	0.00	39.89	39.89
5) Travel Trailer	5,534	5.50	0.06	2.38	0.23	6.32	4.18	2.58	3.15	0.14	0.00	24.54	24.54
6) Tent Trailer	4,845	3.09	0.01	2.59	0.34	5.88	4.63	3.17	2.74	0.58	0.00	23.03	23.03
7) Van	24,905	5.11	0.21	1.40	0.71	12.48	13.37	4.81	4.73	0.76	0.22	43.58	43.80
8) Air	24,744	2.42	0.17	1.18	2.69	23.20	34.33	3.06	7.04	1.92	0.21	76.01	76.22

F. EXPENDITURES BY MODE OF TRAVEL

1) TOTAL EXPENDITURES ON ISLAND

Mode	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	24,652	549,246	10,900	593,233	507,471	3,802,073	5,380,485	819,665	1,373,465	198,937	74,218	13,235,475	13,309,693
2) Auto	220,675	6,206,355	194,997	3,891,836	2,155,035	16,563,534	18,195,508	6,733,573	5,982,785	1,237,908	2,755,417	61,161,531	63,916,948

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Mode	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	24,652	22.28	0.44	24.06	20.58	154.23	218.26	33.25	55.71	8.07	3.01	536.88	539.89
2) Auto	220,675	28.12	0.88	17.64	9.77	75.06	82.45	30.51	27.11	5.61	12.49	277.16	289.64

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Mode	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	24,652	3.46	0.20	1.84	3.29	30.59	45.21	4.80	10.01	2.15	0.46	101.55	102.01
2) Auto	220,675	10.68	0.30	4.37	3.78	31.44	31.11	11.22	10.70	2.39	4.18	105.99	110.17

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Mode	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	24,652	2.43	0.17	1.19	2.70	23.15	34.47	3.07	7.08	1.79	0.21	76.05	76.26
2) Auto	220,675	5.05	0.14	1.79	1.66	13.76	14.13	4.31	4.14	1.06	1.22	46.04	47.26

G. EXPENDITURES BY EDUCATION OF RESPONDENT

1) TOTAL EXPENDITURES ON ISLAND

Education	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	706	15,693	9,750	10,535	21,954	85,820	75,850	28,980	2,972	440	0	251,994	251,994
2) Secondary-partial	12,410	424,299	22,626	193,066	155,269	843,656	786,659	267,288	246,833	74,340	9,350	3,014,036	3,023,386
3) Secondary-completed	51,666	1,526,133	23,981	1,380,603	681,327	3,442,150	3,806,177	1,471,290	1,173,824	284,964	248,000	13,790,449	14,038,449
4) Post secondary non-university partial	10,534	253,639	28,108	131,533	102,782	712,672	743,857	181,702	473,227	14,735	0	2,642,255	2,642,255
5) Post secondary non-university completed	45,181	1,073,361	13,408	756,433	399,325	3,640,714	4,240,195	1,417,052	1,224,554	223,410	41,820	12,988,452	13,030,272
6) University - partial	15,287	415,486	35,902	226,617	365,405	1,077,006	1,071,431	460,708	342,698	147,454	233,720	4,142,707	4,376,427
7) University - completed	105,567	2,971,146	72,122	1,728,763	904,964	10,094,034	12,324,480	3,629,582	3,747,634	671,314	2,296,745	36,144,039	38,440,784

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Education	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	706	22.23	13.81	14.92	31.10	121.55	107.44	41.05	4.21	0.62	0.00	356.93	356.93
2) Secondary-partial	12,410	34.19	1.82	15.56	12.51	67.98	63.39	21.54	19.89	5.99	0.75	242.87	243.62
3) Secondary-completed	51,666	29.54	0.46	26.72	13.19	66.62	73.67	28.48	22.72	5.52	4.80	266.92	271.72
4) Post secondary non-university partial	10,534	24.08	2.67	12.49	9.76	67.65	70.61	17.25	44.92	1.40	0.00	250.83	250.83
5) Post secondary non-university completed	45,181	23.76	0.30	16.74	8.84	80.58	93.85	31.36	27.10	4.94	0.93	287.47	288.40
6) University - partial	15,287	27.18	2.35	14.82	23.90	70.45	70.09	30.14	22.42	9.65	15.29	271.00	286.29
7) University - completed	105,567	28.14	0.68	16.38	8.57	95.62	116.75	34.38	35.50	6.36	21.76	342.38	364.14

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Education	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	706	5.38	6.91	0.45	8.24	46.87	30.70	11.25	1.12	0.10	0.00	111.02	111.02
2) Secondary-partial	12,410	12.55	0.71	4.21	5.27	31.50	27.79	7.66	11.28	2.23	0.60	103.20	103.80
3) Secondary-completed	51,666	10.89	0.16	5.52	4.91	28.43	28.22	10.24	10.43	1.83	0.54	100.63	101.17
4) Post secondary non-university partial	10,534	11.29	1.37	4.94	4.01	33.77	31.41	6.11	16.52	0.44	0.00	109.86	109.86
5) Post secondary non-university completed	45,181	8.95	0.09	4.45	3.48	30.58	32.64	12.52	10.39	1.91	0.24	105.01	105.25
6) University - partial	15,287	9.77	1.00	3.50	7.15	29.73	29.30	11.95	9.33	4.85	5.39	106.58	111.97
7) University - completed	105,567	9.71	0.14	3.41	2.63	33.12	36.12	10.61	10.49	2.71	7.63	108.94	116.57

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Education	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	706	3.35	6.91	0.15	5.43	20.80	16.49	5.95	0.82	0.10	0.00	60.00	60.00
2) Secondary-partial	12,410	5.67	0.33	1.69	1.85	12.55	10.20	2.66	4.34	0.88	0.30	40.17	40.47
3) Secondary-completed	51,666	5.06	0.11	2.12	2.00	11.94	12.43	3.47	3.91	0.83	0.17	41.87	42.04
4) Post secondary non-university partial	10,534	4.86	0.37	2.35	2.15	16.49	14.06	2.69	6.31	0.31	0.00	49.59	49.59
5) Post secondary non-university completed	45,181	3.78	0.05	1.80	1.66	12.18	14.14	4.37	4.02	0.99	0.12	42.99	43.11
6) University - partial	15,287	4.86	0.31	1.49	3.09	13.46	13.21	4.97	3.44	2.00	2.59	46.83	49.42
7) University - completed	105,567	5.06	0.10	1.53	1.47	17.41	20.38	4.71	4.83	1.36	2.06	56.85	58.91

H. EXPENDITURES BY ACCOMMODATION TYPE STAYED IN

1) TOTAL EXPENDITURES ON ISLAND

Accommodation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel / motel	76,756	1,733,460	64,370	380,688	661,374	9,034,373	13,053,903	2,533,877	2,378,531	347,238	73,540	30,187,814	30,261,354
2) Cabin / cottage	18,098	609,497	9,436	815,613	348,586	2,471,581	4,395,474	1,194,821	899,430	165,790	2,175,700	10,910,228	13,085,928
3) Bed & breakfast	8,878	250,562	7,156	88,314	109,842	1,180,067	1,403,073	312,531	472,393	94,188	18,140	3,918,126	3,936,266
4) Tourist home	1,013	23,296	0	4,823	2,360	140,602	94,524	30,827	97,126	8,202	102	401,760	401,862
5) Farm vacation home	419	26,249	4,750	7,150	8,260	44,850	15,600	150	16,550	150	0	123,709	123,709
6) Vacation home	7,424	405,378	0	914,110	136,815	536,076	304,220	230,377	217,809	29,262	23,500	2,774,047	2,797,547
7) Friends / relatives	50,166	1,573,284	53,839	853,005	492,653	2,377,874	23,150	1,140,348	1,035,872	417,810	299,050	7,967,835	8,266,885
8) Federal campground	7,050	192,504	8,828	322,055	26,173	322,571	254,361	112,124	348,450	14,966	0	1,602,032	1,602,032
9) Provincial campground	7,805	350,332	846	171,560	149,331	475,758	441,955	148,623	174,297	4,968	19,575	1,917,670	1,937,245
10) Commercial campground	17,974	598,768	44,395	463,071	339,671	884,312	766,201	804,228	579,537	72,998	0	4,553,181	4,553,181

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Accommodation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel / motel	76,756	22.58	0.83	4.96	8.62	117.70	170.07	33.01	30.99	4.52	0.96	393.28	394.24
2) Cabin / cottage	18,098	33.68	0.52	45.07	19.26	136.57	242.87	66.02	49.70	9.16	120.22	602.85	723.07
3) Bed & breakfast	8,878	28.22	0.81	9.95	12.37	132.92	158.04	35.20	53.21	10.61	2.04	441.33	443.37
4) Tourist home	1,013	23.00	0.00	4.76	2.33	138.80	93.31	30.43	95.88	8.10	0.10	396.61	396.71
5) Farm vacation home	419	62.65	11.34	17.06	19.71	107.04	37.23	0.36	39.50	0.36	0.00	295.25	295.25
6) Vacation home	7,424	54.60	0.00	123.13	18.43	72.21	40.98	31.03	29.34	3.94	3.17	373.66	376.83
7) Friends / relatives	50,166	31.36	1.07	17.00	9.82	47.40	0.46	22.73	20.65	8.33	5.96	158.82	164.78
8) Federal campground	7,050	27.31	1.25	45.68	3.71	45.75	36.08	15.90	49.43	2.12	0.00	227.23	227.23
9) Provincial campground	7,805	44.89	0.11	21.98	19.13	60.96	56.62	19.04	22.33	0.64	2.50	245.70	248.20
10) Commercial campground	17,974	33.31	2.47	25.76	18.90	49.20	42.63	44.74	32.24	4.06	0.00	253.31	253.31

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Accommodation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel / motel	76,756	11.32	0.47	1.90	3.85	53.85	70.57	13.47	13.96	1.99	0.41	171.38	171.79
2) Cabin / cottage	18,098	8.17	0.11	9.67	5.80	37.22	56.25	17.41	14.29	2.86	40.07	151.78	191.85
3) Bed & breakfast	8,878	10.12	0.26	4.48	4.60	41.68	48.42	11.25	16.45	4.12	0.35	141.38	141.73
4) Tourist home	1,013	10.31	0.00	1.62	0.99	48.59	30.59	7.73	45.81	4.10	0.10	149.74	149.84
5) Farm vacation home	419	8.46	1.62	2.70	3.05	17.80	5.32	0.05	5.64	0.05	0.00	44.69	44.69
6) Vacation home	7,424	8.23	0.00	10.48	1.96	11.94	3.58	3.03	4.61	2.37	1.06	46.20	47.26
7) Friends / relatives	50,166	7.60	0.26	3.39	2.57	11.64	0.09	4.60	4.24	2.33	1.17	36.72	37.89
8) Federal campground	7,050	9.32	0.63	10.78	1.39	19.98	9.74	3.91	11.49	0.48	0.00	67.72	67.72
9) Provincial campground	7,805	14.55	0.04	6.79	9.23	21.61	16.06	7.07	7.18	0.62	0.50	83.15	83.65
10) Commercial campground	17,974	13.16	0.41	6.92	7.23	17.33	14.21	18.82	12.65	1.12	0.00	91.85	91.85

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Accommodation	Parties	Gas and Oil	Auto Repairs & Maintenance	Food & Beverage in Store	Alcoholic Beverages	Meals & Beverage in Restaurant	Accommo-dation	Recreation & Ent'ment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel / motel	76,756	5.83	0.26	0.78	1.96	26.32	37.51	6.12	6.10	0.96	0.20	85.84	86.04
2) Cabin / cottage	18,098	3.23	0.05	3.68	2.67	15.15	22.24	6.25	4.65	1.16	10.32	59.08	69.40
3) Bed & breakfast	8,878	4.73	0.11	1.96	2.24	19.82	22.73	4.69	8.25	1.71	0.18	66.24	66.42
4) Tourist home	1,013	7.29	0.00	0.83	0.48	27.90	19.41	3.03	22.13	2.05	0.05	83.12	83.17
5) Farm vacation home	419	5.67	0.81	1.45	3.05	10.18	1.33	0.05	1.49	0.05	0.00	24.08	24.08
6) Vacation home	7,424	3.71	0.00	5.44	1.05	5.36	1.18	1.48	2.53	1.74	0.26	22.49	22.75
7) Friends / relatives	50,166	4.16	0.15	1.62	1.53	6.32	0.08	2.13	2.26	1.34	0.43	19.59	20.02
8) Federal campground	7,050	3.55	0.16	4.26	0.47	9.94	3.46	1.10	3.85	0.16	0.00	26.95	26.95
9) Provincial campground	7,805	6.37	0.01	3.04	3.31	7.94	6.06	2.82	2.78	0.31	0.25	32.64	32.89
10) Commercial campground	17,974	4.78	0.13	2.44	2.18	6.37	5.23	5.38	3.77	0.46	0.00	30.74	30.74

IV. HONEYMOON VISITORS

A. ARE YOU ON A HONEYMOON TRIP ?

Response	Parties	%
1) Yes	4,111	1.7
2) No	237,647	98.3
Sub-Total	241,758	100.0
Non-response	3,569	
Total	245,327	

B. WERE YOU MARRIED JUST PRIOR TO YOUR HONEYMOON ?*

Response	Parties	%
1) Yes	3,459	59.7
2) No	2,333	40.3
Sub-Total	5,792	100.0
Non-response	239,535	
Total	245,327	

* Honeymooners Only

C. WHEN WAS YOUR DECISION MADE TO VISIT P.E.I.?*

Catagory	Parties	%
1) 0-2 Weeks before wedding	988	26.8
2) .5-2 Months prior to wedding	570	15.5
3) 2-4 Months prior to wedding	692	18.8
4) 4-8 Months prior to wedding	811	22.0
5) 8 Months prior to wedding	279	7.6
6) While in Maritimes	144	3.9
7) While outside Maritimes	46	1.2
9) Other	157	4.3
Sub-Total	3,687	100.0
Non-response	241,640	
Total	245,327	

* Honeymooners Only

D. HOW DID YOU FIRST HEAR ABOUT P.E.I.? (BY PROVINCE/REGION OF ORIGIN)*

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Spouse visited	0	0.0	81	57.9	0	0.0	0	0.0	57	9.1	0	0.0	0	0.0	25	10.3	0	0	163	4.7
2) Repeat visitors	99	25.3	59	42.1	0	0.0	35	3.5	21	3.3	0	0.0	1	0.1	0	0.0	0	0	215	6.2
3) Newspapers at home	0	0.0	0	0.0	0	0.0	0	0.0	33	5.3	12	3.4	0	0.0	0	0.0	0	0	45	1.3
4) School	55	14.1	0	0.0	0	0.0	876	87.0	246	39.2	275	78.3	10	1.4	0	0.0	0	0	1,462	42.2
5) Magazine ads	0	0.0	0	0.0	0	0.0	0	0.0	15	2.4	0	0.0	1	0.1	83	34.2	0	0	99	2.9
6) Anne book	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	140	19.9	34	14.0	0	0	174	5.0
7) Friends	127	32.5	0	0.0	0	0.0	96	9.5	89	14.2	8	2.3	381	54.2	48	19.8	0	0	749	21.6
8) Canadian Living	0	0.0	0	0.0	0	0.0	0	0.0	115	18.3	0	0.0	0	0.0	0	0.0	0	0	115	3.3
9) Bride's Magazine	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	23	6.6	0	0.0	51	21.0	0	0	74	2.1
10) Live in the Maritimes	110	28.1	0	0.0	0	0.0	0	0.0	52	8.3	33	9.4	0	0.0	1	0.4	0	0	196	5.7
11) TV ads in Maine	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	155	22.0	0	0.0	0	0	155	4.5
12) Maritime newspaper	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	15	2.1	1	0.4	0	0	16	0.5
Total	391	100.0	140	100.0	0	0.0	1,007	100.0	628	100.0	351	100.0	703	100.0	243	100.0	0	0.0	3,463	100.0

* Honeymooners Only

E. WHY DID YOU DECIDE TO VISIT P.E.I.? (BY PROVINCE/REGION OF ORIGIN)*

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Spouse wanted to see	0	0.0	81	100.0	42	100.0	0	0.0	88	22.1	84	25.9	0	0.0	1	0.7	0	0.0	296	11.4
2) Mailed tourism package	0	0.0	0	0.0	0	0.0	0	0.0	21	5.3	16	4.9	22	4.9	49	33.1	0	0.0	108	4.2
3) Trip was wedding gift	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	12	3.7	0	0.0	0	0.0	0	0.0	12	0.5
4) Part of honeymoon	64	32.7	0	0.0	0	0.0	913	95.7	156	39.1	163	50.3	360	80.2	83	56.1	0	0.0	1,739	67.0
5) Visit friends/relatives	63	32.1	0	0.0	0	0.0	0	0.0	66	16.5	16	4.9	0	0.0	15	10.1	0	0.0	160	6.2
6) To see Green Gables	0	0.0	0	0.0	0	0.0	41	4.3	30	7.5	25	7.7	67	14.9	0	0.0	3	100.0	166	6.4
7) Romantic atmosphere	69	35.2	0	0.0	0	0.0	0	0.0	38	9.5	8	2.5	0	0.0	0	0.0	0	0.0	115	4.4
Total	196	100.0	81	100.0	42	100.0	954	100.0	399	100.0	324	100.0	449	100.0	148	100.0	3	100.0	2,596	100.0

* Honeymooners Only

V. IRISH HERITAGE CELEBRATIONS

A. DID YOU KNOW P.E.I. WAS CELEBRATING IRISH HERITAGE IN 1990 ?

Response	Parties	%
1) Yes	118,317	48.3
2) No	126,509	51.7
Sub-total	244,826	100.0
Non-response	501	
Total	245,327	

B. WHEN DID YOU FIRST HEAR ABOUT THE IRISH CELEBRATION? (BY PROVINCE/REGION OF ORIGIN)*

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Prior to leaving	18,491	53.2	9,704	41.2	745	35.0	1,549	21.8	4,530	19.9	1,468	24.8	2,623	29.4	3,128	24.1	275	15.3	42,513	35.5
2) On trip prior to arrival	848	2.4	1,714	7.3	55	2.6	166	2.3	1,301	5.7	304	5.1	239	2.7	763	5.9	79	4.4	5,469	4.6
3) On trip after arrival	15,443	44.4	12,110	51.5	1,329	62.4	5,378	75.8	16,914	74.4	4,152	70.1	6,059	67.9	9,091	70.0	1,445	80.3	71,921	60.0
Total	34,782	100.0	23,528	100.0	2,129	100.0	7,093	100.0	22,745	100.0	5,924	10.0	8,921	100.0	12,982	100.0	1,799	100.0	119,903	100.0

* Only Respondents Aware of Celebrations

C. HOW DID YOU FIRST HEAR ABOUT THE IRISH CELEBRATIONS? (BY PROVINCE/REGION OF ORIGIN)*

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Visitors Guide in PEI	1,612	5.2	2,250	9.9	301	14.8	2,303	38.9	4,404	20.2	1,222	21.9	1,894	21.7	3,400	27.2	513	31.0	17,899	15.9
2) Posters in Ch'town	2,953	9.4	2,614	11.5	360	17.7	1,741	29.4	4,839	22.2	1,101	19.7	1,365	15.6	1,795	14.3	412	24.9	17,180	15.3
3) Friends / relatives	5,036	16.1	2,233	9.8	544	26.7	1,029	17.4	3,829	17.5	741	13.3	603	6.9	310	2.5	68	4.1	14,393	12.8
4) PEI tourism brochures	2,125	6.8	4,150	18.3	66	3.2	318	5.4	2,168	9.9	749	13.4	1,511	17.3	3,003	24.0	182	11.0	14,272	12.7
5) Mailed tourism package	695	2.2	2,945	13.0	286	14.0	256	4.3	2,279	10.4	469	8.4	1,662	19.1	1,298	10.4	190	11.5	10,080	9.0
6) PEI radio ads	4,068	13.0	3,050	13.4	161	7.9	105	1.8	953	4.4	397	7.1	32	0.4	363	2.9	0	0.0	9,129	8.1
7) PEI VIC	973	3.1	454	2.0	57	2.8	33	0.6	845	3.9	121	2.2	375	4.3	1037	8.3	68	4.1	3,963	3.5
8) N.S. T.V. ads	3,175	10.1	0	0.0	0	0.0	0	0.0	27	0.1	0	0.0	11	0.1	0	0.0	0	0.0	3,213	2.9
9) Home-town radio ads	2,296	7.3	640	2.8	75	3.7	0	0.0	67	0.3	0	0.0	30	0.3	16	0.1	88	5.3	3,212	2.9
10) CBC radio	1,263	4.0	564	2.5	14	0.7	0	0.0	269	1.2	319	5.7	38	0.4	5	0.0	0	0.0	2,472	2.2
11) Home-town newspaper	1,063	3.4	965	4.3	0	0.0	0	0.0	106	0.5	66	1.2	11	0.1	150	1.2	0	0.0	2,361	2.1
12) PEI newspapers	842	2.7	417	1.8	1	0.0	0	0.0	109	0.5	0	0.0	73	0.8	109	0.9	59	3.6	1,610	1.4
13) Halifax Chronicle	1,229	3.9	100	0.4	1	0.0	0	0.0	0	0.0	0	0.0	41	0.5	62	0.5	0	0.0	1,433	1.3
14) Guide to Ch'town	123	0.4	284	1.3	21	1.0	136	2.3	443	2.0	0	0.0	299	3.4	78	0.6	0	0.0	1,384	1.2
15) PEI hotel/motel	348	1.1	44	0.2	0	0.0	0	0.0	415	1.9	218	3.9	197	2.3	125	1.0	0	0.0	1,347	1.2
16) PEI T.V. ads	641	2.0	226	1.0	0	0.0	0	0.0	192	0.9	0	0.0	43	0.5	0	0.0	74	4.5	1,176	1.0
17) Other	2,850	9.1	1769	7.8	152	7.5	0	0.0	885	4.1	182	3.3	538	6.2	760	6.1	0	0.0	7,136	6.4
Total	31,292	100.0	22,705	100.0	2,039	100.0	5,921	100.0	21,830	100.0	5,585	100.0	8,723	100.0	12,511	100.0	1,654	100.0	112,260	100.0

* Only Respondents Aware of Celebrations

D. DID YOU VISIT P.E.I. TO ATTEND THE IRISH CELEBRATIONS? (BY PROVINCE/REGION OF ORIGIN)*

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Yes	179	0.5	0	0.0	0	0.0	0	0.0	111	0.5	73	1.2	0	0.0	240	1.9	0	0.0	603	0.5
2) No	34,396	99.5	23,290	100.0	2,116	100.0	7,035	100.0	22,227	99.5	5,831	98.8	8,938	100.0	12,132	98.1	1,799	100.0	117,764	99.5
Total	34,575	100.0	23,290	100.0	2,116	100.0	7,035	100.0	22,338	100.0	5,904	100.0	8,938	100.0	12,372	100.0	1,799	100.0	118,367	100.0

* Only Respondents Aware of Celebrations

E. DID YOU ATTEND ANY IRISH CELEBRATIONS? (BY PROVINCE/REGION OF ORIGIN)*

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Yes	1,740	5.1	342	1.5	107	5.1	945	13.4	1,839	8.3	347	5.9	596	6.7	1,622	13.0	225	12.5	7,763	6.6
2) No	32,674	94.9	22,127	98.5	2,009	94.9	6,115	86.6	20,350	91.7	5,568	94.1	8,280	93.3	10,837	87.0	1,574	87.5	109,534	93.4
Total	34,414	100.0	22,469	100.0	2,116	100.0	7,060	100.0	22,189	100.0	5,915	100.0	8,876	100.0	12,459	100.0	1,799	100.0	117,297	100.0

* Only Respondents Aware of Celebrations

F. WHICH IRISH EVENTS DID YOU ATTEND?*

Response	Parties	%
1) Olde Dublin Pub	1,740	37.1
2) Tommy Makem Show	1,167	24.9
3) Book of kells reception	23	0.5
4) Brendan Behan	46	1.0
5) Irish night at Myrons	400	8.5
6) Irish anter., Victoria	34	0.7
7) Anna McGoldrick	1,286	27.4
Total	4,696	100.0

* Only Respondents Who Attended Irish Celebrations

G. DID YOU USE AN IRISH EVENTS BROCHURE ?*

Response	Parties	%
1) Yes	1,467	22.4
2) No	5,085	77.6
Total	6,552	100.0

* Only Respondents Who Attended Irish Celebrations

H. DID THE IRISH EVENTS LIVE UP TO YOUR EXPECTATIONS ?*

Response	Parties	%
1) Yes	5,720	95.5
2) No	267	4.5
Total	5,987	100.0

* Only Respondents Who Attended Irish Celebrations

I. WHAT DID YOU LIKE ABOUT THE IRISH EVENTS ? *

Response	Parties	%
1) Irish atmosphere	707	30.8
2) Irish music	1,124	49.0
3) Decorations	27	1.2
4) Irish humor	260	11.3
5) Displays	134	5.8
6) Walk - guide explanation	41	1.8
Total	2,293	100.0

* Only Respondents Who Attended Irish Celebrations

J. DO YOU HAVE ANY SUGGESTIONS FOR IMPROVEMENTS ? *

Response	Parties	%
1) Improve decorations	97	7.4
2) Choose better locations	97	7.4
3) Have events in Ch'town	46	3.5
4) Better seating	424	32.1
5) Provide song sheets	240	18.2
6) Advertise more widely	328	24.9
7) Vary the type of music	87	6.6
TOTAL	1,319	100.0

* Only Respondents Who Attended Irish Celebrations

K. DID YOU PURCHASE IRISH THEME SOUVENIRS ?*

Response	Parties	%
1) Yes	591	29.7
2) No	1,402	70.3
TOTAL	1,993	100.0

*Only Respondents Who Attended Irish Celebrations

VI. ACCOMMODATION REQUIREMENTS

A. MOST IMPORTANT THINGS WHICH AFFECT THE QUALITY OF ACCOMMODATION FACILITIES ?

Response	Parties	%
1) Cleanliness	168,391	36.1
2) Comfortable beds	22,220	4.8
3) Shower	5,553	1.2
4) Location	29,510	6.3
5) Quiet	19,559	4.2
6) Warm rooms	1,269	0.3
7) Accept pets	456	0.1
8) Service	10,675	2.3
9) Restaurant	22,629	4.9
10) Reasonable price	63,573	13.6
11) Comfortable rooms	20,653	4.4
12) Air conditioned	9,469	2.0
13) Television	8,959	1.9
14) Extra towels	1,456	0.3
15) Pool	23,122	5.0
16) Large rooms	4,593	1.0
17) Courteous staff	7,826	1.7
18) A kitchen	5,711	1.2
19) Safe environment	349	0.1
20) Bar	1,747	0.4
21) Porter	59	0.0
22) Privacy	4,862	1.0
23) Recreation nearby	4,698	1.0
24) Trained waitresses	95	0.0
25) Non smoking	1,296	0.3
26) Bathroom facilities	12,482	2.7
27) Close to beach	6,183	1.3
28) Security	1,121	0.2
29) Parking area	2,388	0.5
30) Outward appearance	4,984	1.1
Total	465,888	100.0

B. HOW OFTEN DO YOU USE AN ACCOMMODATION GRADING SYSTEM ?

RESPONSE	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Often	12,754	18.0	11,689	22.0	1,265	26.0	4,627	25.2	11,496	27.7	3,557	30.6	5,065	34.1	8,582	40.6	2,122	33.4	61,157	25.2
2) Occasionally	8,125	11.5	8,306	15.6	900	18.5	2,800	15.3	6,907	16.6	2,036	17.5	2,677	18.0	4,079	19.3	447	7.0	36,277	15.0
3) Rarely or never	49,821	70.5	33,184	62.4	2,697	55.5	10,933	59.5	23,092	55.7	6,045	51.9	7,108	47.9	8,460	40.1	3,793	59.6	145,133	59.8
Sub-total	70,700	100.0	53,179	100.0	4,862	100.0	18,360	100.0	41,495	100.0	11,638	100.0	14,850	100.0	21,121	100.0	6,362	100.0	242,567	100.0
Non-response	641		175		39		210		699		0		50		405		118		2,337	
Total	71,341		53,354		4,901		18,570		42,194		11,638		14,900		21,526		6,480		244,904	

C. WHAT IS YOUR EXPECTATION OF A FIVE STAR OR DELUXE ACCOMMODATION IN P.E.I. ?*

Response	Parties	%
1) Finest in the region	48,677	51.4
2) Finest in the country	43,442	45.9
3) Finest in the world	2,433	2.6
4) Other	114	0.1
Sub-total	94,666	100.0
Non-response	150,661	
Total	245,327	

* Only Occassionl or Frequent Users of a Grading System

D. STANDARD OF ACCOMMODATION GENERALLY USED *

Response	Parties	%
1) One star, basic, clean comfortable	2,090	2.2
2) Two star, basic, clean comfortable, ameneties	11,836	12.3
3) Three star better quality, greater range of facilities and services	44,214	46.0
4) Four star high quality, extended range of facilities, ameneties and guest services	30,942	32.2
5) Five star deluxe quality, greatest range of facilities, amenities, and guest services	7,103	7.4
Sub-total	96,185	100.0
Non-response	149,142	
Total	245,327	

* Only Occassionl or Frequent Users of a Grading System

E. WHAT TYPE OF GRADING PROGRAM WOULD BE MORE USEFUL TO YOU ?*

Response	Parties	%
1) Basic system that evaluates all types of accommodations in the same manner	56,164	59.4
2) More extensive system that uses different measures; e.g. hotels versus resorts versus fishing lodges	38,363	40.6
Sub-total	94,527	100.0
Non-response	150,800	
Total	245,327	

* Only Occassionl or Frequent Users of a Grading System

1990 TOURIST INDICATOR QUESTIONNAIRE
P.E.I. DEPARTMENT OF TOURISM & PARKS

1 |__|__|__|__|

Interviewer No. 5|__| Day 6|__|__| Month 8|__|__| Flight No. 10|__|__|__|__| M or F 14|__|
Code 15|__|__|__|__|

I. **VISITOR PROFILE**

1. 19|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|
City/Town/Community
39|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|
Province/State
59|__|__|__|__|__|__|__|__|__|__|__|__|__|__| 74|__|__|
Country other than Canada, U.S.

2. What is the license plate origin of the vehicle? _____ 76|__|__|

3. Indicate Type of Vehicle:
   1) car only
   2) pick-up truck only
   3) motorhome
   4) truck camper
   5) auto & travel trailer
   6) auto & tent trailer
   7) van
   8) air
   9) other _____ 78|__|

4. a) How many people are in your group? 79|__|__|

b) How many people in your group are:

		M	F
1)	under 15	81|__|__|	|__|__|
2)	15 - 19	85|__|__|	|__|__|
3)	20 - 24	89|__|__|	|__|__|
4)	25 - 29	93|__|__|	|__|__|
5)	30 - 34	97|__|__|	|__|__|
6)	35 - 39	101|__|__|	|__|__|
7)	40 - 44	105|__|__|	|__|__|
8)	45 - 54	109|__|__|	|__|__|
9)	55 - 64	113|__|__|	|__|__|
10)	65 and over	117|__|__|	|__|__|

c) In which of the above age groups do you belong? 121|__|__|

5. Which of the following categories best describes your party composition?

1) one person alone

2) one family with children

3) two families with children

4) organized group

5) one couple alone

6) two or more couples

7) group of friends

8) other 123|__|

6. a) What is your occupation? _____ 124|__|__|

b) What is the occupation of the main income earner? _____ 126|__|__|

7. What level of education have you last attended?

1) elementary

2) secondary-partial completion

3) secondary-completed

4) post-secondary (non-university)-partial completion

5) post-secondary (non-university)-completed

6) university-partial completion

7) university-completion 128|__|

8. What is the main purpose of your trip?

1) convention/conference

2) meetings, other business

3) shopping

4) sightseeing

5) outdoor recreation sport

6) personal affairs

7) visiting friends/relatives

8) commuting

9) passing through to Magdalen Islands

10) other (specify) _____ 129|__|__|

9. When did you enter P.E.I.? Day _____ Month _____ 131|_|_| |_|_|

10. How many nights did you stay overnight in P.E.I.? 135|_|_|

11. How many nights did you stay on Island in each accommodation type?

1) Hotel/Motel 137|_|_|

2) Cabin/Cottage 139|_|_|

3) Bed & Breakfast/Country Inns 141|_|_|

4) Tourist Home/Farm Tourist Home 143|_|_|

5) Farm Vacation Home 145|_|_|

6) Vacation Home (owned or borrowed) 147|_|_|

7) Friends/Relatives 149|_|_|

8) Federal Campground 151|_|_|

9) Provincial Campground 153|_|_|

10) Commercial Campground 155|_|_|

11) Other _____ 157|_|_|
please specify

12. a) Please estimate your expenditures in P.E.I.? Include all credit card purchases and spending by children, but do not include plane or ferry tickets.

(If NO response to question, code corresponding blocks 99) 159|__|__|

1)	gas and oil	$_____	161|__|__|__|__|
2)	auto repairs, maintenance	$_____	165|__|__|__|__|
3)	meals, beverages in restaurants	$_____	169|__|__|__|__|
4)	alcoholic beverages	$_____	173|__|__|__|__|
5)	food, beverages in stores (excludes alcoholic beverages)	$_____	177|__|__|__|__|
6)	accommodations	$_____	181|__|__|__|__|
7)	recreation and entertainment	$_____	185|__|__|__|__|
8)	handcrafts and other related merchandise	$_____	189|__|__|__|__|
9)	other _____ (specify) under $250	$_____	193|__|__|__|__|
10)	other _____ (specify) over $250	$_____	197|__|__|__|__|

b) Did you keep a log of your expenses?

1) Yes 2) No 201|__|

c) For how many people do your expenses apply? 202|__|__|

II HONEYMOON VISITORS

13. Are you here on a honeymoon trip? 1) Yes 2) No 204|__|
(If NO proceed to section III)

14. Were you married just prior to taking your honeymoon? 1) Yes 2) No 205|__|

15. When did you make your decision to visit P.E.I. on your Honeymoon?

1) 0 - 2 weeks before you were married?
2) 1/2 - 2 months before you were married?
3) 2 - 4 months before you were married?
4) 4 - 8 months before you were married?
5) 8 months before you were married?
6) While on your honeymoon (in the Maritimes)?
7) While on your honeymoon (outside the Maritimes)?
8) Other _____ 206|__|

16. How did you first hear about Prince Edward Island?
_____ 207|__|__|

17. What made you decide to visit Prince Edward island on your honeymoon?
1) _____ 209|__|__|

2) _____ 211|__|__|

3) _____ 213|__|__|

III. IRISH HERITAGE CELEBRATIONS

18. Did you know Prince Edward Islanders are celebrating their Irish Heritage in 1990? 1) Yes 2) No 215|__|
(If respondent answers NO proceed to Section IV)

19. When did you first hear about the Irish Celebrations?
1. Prior to leaving home on this trip
2. While on this trip prior to arriving in P.E.I.?
3. While on this trip in P.E.I.? 216|__|

20. How did you first hear about these celebrations?

_____ 217|__|__|

21. Did you visit P.E.I. to attend the Irish Celebrations?
1) Yes 2) No 219|__|

22. Did you attend any Irish Celebrations or Events while in P.E.I.?
1) Yes 2) No 220|__|
(If respondent answers no, proceed to section IV)

23. Which Irish Events did you attend while in P.E.I.?
1) _____ 221|__|__|

2) _____ 223|__|__|

3) _____ 225|__|__|

24. Did you use the Irish Events brouchure? 1) Yes 2) No 227|__|

25. Did the events live up to your expectations? 1) Yes 2) No 228|__|

26. What did you particularly like about the events you attended?
1) _____ 229|__|__|

2) _____ 231|__|__|

3) _____ 233|__|__|

27. What suggestions can you offer for improvement?

1) _____ 235|__|__|

2) _____ 237|__|__|

3) _____ 239|__|__|

28. Did you purchase any Irish theme souvenirs? 1) Yes 2) No 241|__|

IV. ACCOMMODATION REQUIREMENTS

29. In your opinion, what are the most important things which affect the quality of a roofed accommodation facility?

1) _____ 242|__|__|

2) _____ 244|__|__|

3) _____ 246|__|__|

30. How often do you use accommodation grading systems to select an accommodation facility?

1) often 2) occasionally 3) rarely or never 248|__|

(If respondent answers rarely or never, terminate this interview)

31. What would be your expectation of a 5 star or deluxe accommodation property in Prince Edward Island?

1. The finest in the area/region
2. Among the finest in the Country/ Continent
3. Among the finest in the World
4. Other _____ 249|__|

32. What standard of accommodation do you generally use?

1) Basic, clean, comfortable accommodation (1 star)
2) Basic, clean, comfortable with ameneties (2 star)
3) Better quality accommodation, greater range of facilities and services (3 star)
4) High quality accommodation, extended range of facilites, ameneties and guest services (4 star)
5) Deluxe accommodation, the greatest range of facilities, ameneties and guest services (5 star) 250|__|

33. Which of the following alternative types of grading program would be more useful to you?

1. A very basic system that evaluates all types of accommodations in the same manner.

2. A more extensive system that uses different measures to evaluate different types of accommodations (e.g. hotels versus resorts versus fishing lodges). 251|__|__|

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__| |__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|
253 First Name 267 Surname

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__

METHODOLOGY

The 1990 Tourist Exit Survey was conducted from May 15 to October 31 and consisted of 3,975 interviews.

Time Periods

Three seasons were identified:

(1)	Spring season	May 15 - June 11
(2)	Summer season	June 12 - September 12
(3)	Fall season	September 13 - October 31

Locations

The survey was conducted at Prince Edward Island's three major exit points:

(1) Borden

(2) Wood Islands

(3) Charlottetown Airport

Population Studied

At Borden and Wood Islands terminals, only the people in tourist vehicles were interviewed. These included non-resident cars, vans, truck campers, self-contained mobile homes and pickup trucks.

At the airport, only exiting non-residents were interviewed.

Interviewing

At the terminals, occupants of cars were interviewed on a random basis. Depending on the traffic, vacationers in every third or fifth car were included in the survey.

At the airport, interviewees were chosen from people at the airline counter, producing an element of randomness in the selection process.

There was one interviewer at each exit point.

The interviewers then underwent a training program consisting of:

1. Interview techniques
2. Interpretation of questions
3. Coding responses
4. Each interviewer observed the interviewing techniques of a supervisor at an exit point, then conducted a number of practice interviews.
5. Each interviewer also carried out pilot interviews for two days.
6. A final meeting took place to discuss problems arising from the pilot program.

The survey was then implemented according to schedule.

Control Counts

Control counts were completed at each of the exit points.

Borden

A total number of tourist vehicles by origin was obtained from the cash-register tapes at the terminal.

Wood Islands

Origin counts were conducted by Visitor Information Centre staff. These represented approximately 80% of exiting vehicles at this terminal. The origin percentages were applied to the total number of exiting vehicles in order to be representative of the whole population.

Charlottetown Airport

Resident and non-resident counts of all exiting passengers were completed by the interviewers during the survey period. The total number of exiting passengers was obtained from the airlines, and the resident/non-resident percentage was applied to this amount in order to obtain the number of exiting non-residents.

Weighting

The data collected from the sample was weighted in order to be representative of the total population. Weighting takes into account such factors as the number of actual interview periods in comparison to the number of possible periods in a particular stratum and the number of interviews in a specific interview period as compared to the control count of potential interviews during that time.

Strata

The following are the different strata (variables) used in obtaining the 1990 sample:

(a) **Season Code**

1. May 15 - June 11 - Spring season
2. June 12 - September 12 - Summer season
3. September 13 - October 31 - Fall season

(b) **Location Code**

1. Borden
2. Wood Islands
3. Charlottetown Airport

(c) **Day Code**

1. Sunday, Holiday Monday
2. Monday, Friday, Saturday, Holiday Sunday
3. Tuesday, Wednesday, Thursday

(d) **Time Period**

Borden

1. 6:30 AM - 12:30 PM
2. 12.30 PM - 6:30 PM
3. 6:30 PM - 1:00 AM

Wood Islands

1. 5:30 AM - 1:00 PM
2. 1:00 PM - 8:30 PM

Charlottetown Airport

1. 7:30 AM - 3:00 PM
2. 2:00 PM - 9:30 PM